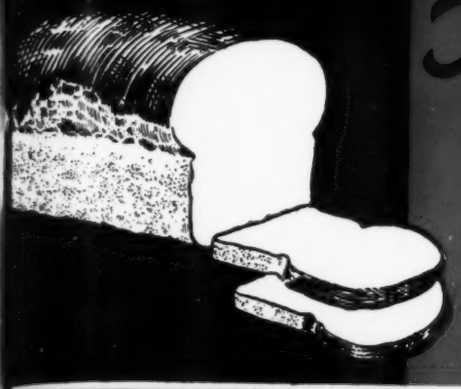


# The American BAKER

PUBLISHED FOR THE BAKERS OF AMERICA ®

Volume 25
Number 7

JULY, 1957

25c. a copy
$2 a year

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**1450 BROADWAY, NEW YORK 18, N. Y.**
***SPECIALISTS IN FLOUR ENRICHMENT***

# The American Baker

**Published Monthly for the Bakers of America by**
**THE MILLER PUBLISHING CO.**

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rough outer sheets, for non-skid stacking, easier handling; smooth inner sheets for efficient dumping.




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beautifully printed, squared-up shelf packages that build *impulse buying*.



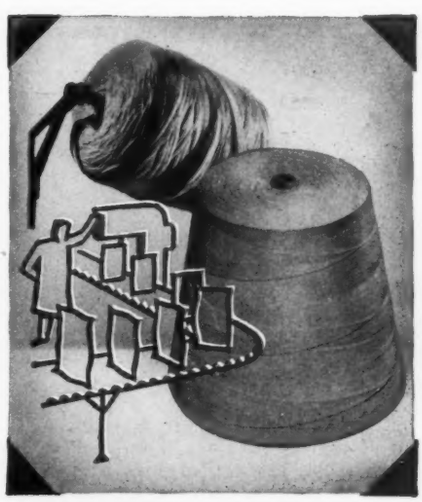

**Bemilin® Dress-Print Cotton Bags . . .**
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**Bemis Special® Thread and Mainstay® Twine . . .**
for bag-closing. Economical *because of their quality*.

And, backing up this versatile family, are Bemis' unparalleled production, service and sales facilities.

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**Bemis**

General Offices—St. Louis 2, Mo.
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**If the bakery production managers bought the flour, they tell us we couldn't make enough DRINKWATER FLOUR!**

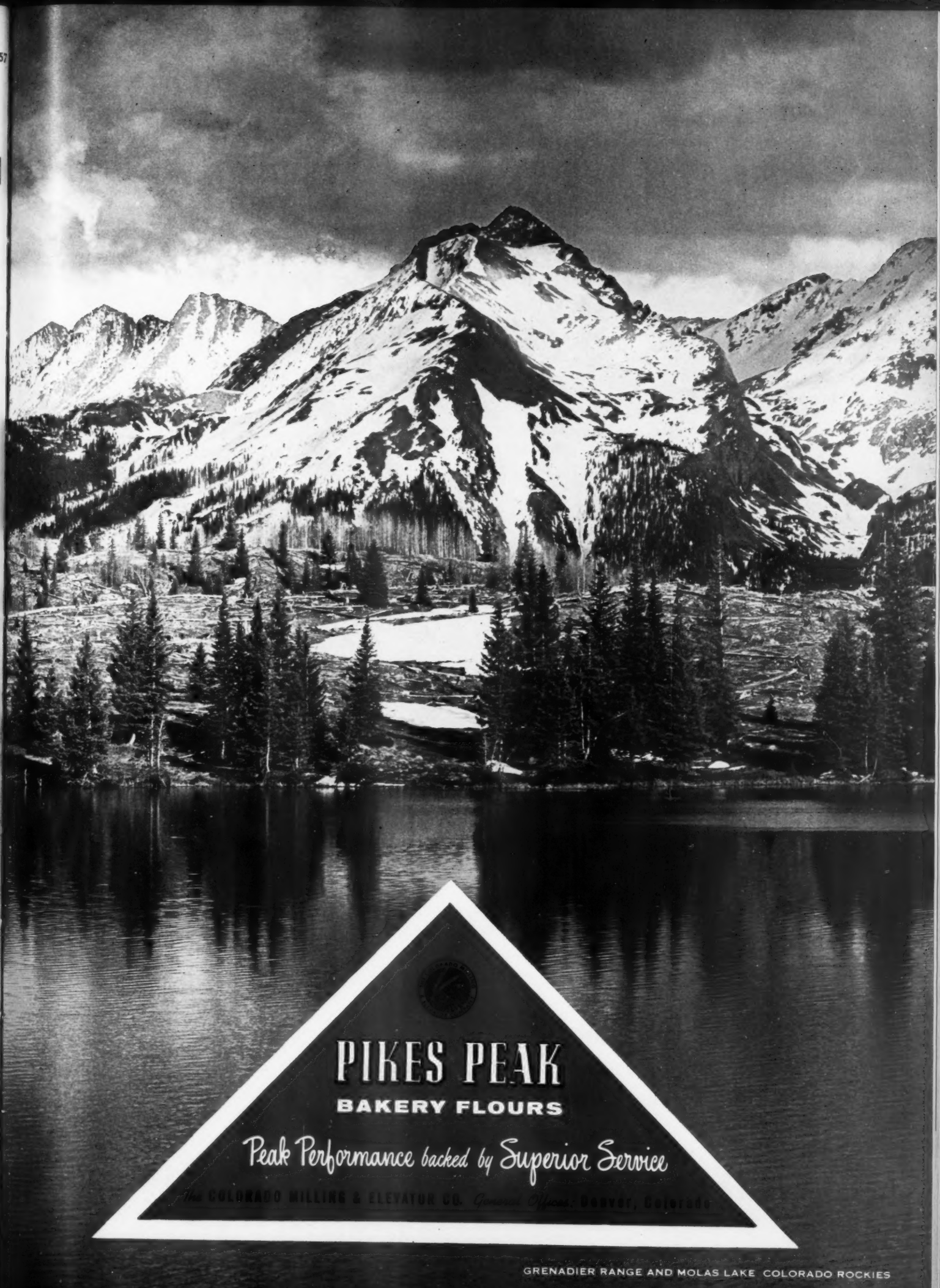



...not quite as good
as a vacation, but almost...
since the boss put us on 100%

# DRINKWATER FLOUR

There's no fussing and fretting . . . then waiting with wrinkles in your brow, hoping for no "cripples." It's easy to bake perfect brown loaves every time since we're using *all* Drinkwater.

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BAKERY FLOURS
Peak Performance backed by Superior Service
The COLORADO MILLING & ELEVATOR CO. General Offices: DENVER, Colorado
GRENADIER RANGE AND MOLAS LAKE COLORADO ROCKIES




Every baker holds the key to his own business future and the future of the industry in the quality of the products he produces. That is why it is wise to start right with a top quality flour like KELLY'S FAMOUS.

*Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.*

**The WILLIAM KELLY MILLING COMPANY**

*Capacity 5,000 Sacks* **HUTCHINSON, KANSAS** *Grain Storage 1,000,000 Bus.*

# A Remarkable Pair




STAN-EX—a high quality egg yolk replacement product for sweet rolls, coffee cakes, doughnuts, cookies and partially baked goods.

STAN-WHITE—stabilized powdered egg whites, for angel foods, layer cakes, cookies, icings, pie fillings, meringues, marshmallow and other toppings.

Truly—a remarkable pair!

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## STANDARD MILLING COMPANY

GENERAL OFFICES:

1009 CENTRAL ST., KANSAS CITY 5, MO.

*A FEW CHOICE TERRITORIES AVAILABLE FOR AGGRESSIVE REPRESENTATIVES*



● Ever stop to think how many famous restaurants here and abroad are known for the specialty *breads* they serve? Well, everybody appreciates good bread . . . everybody does *enjoy bread every meal.* What a favorable introduction to the establishment's cuisine!

The idea of dining out, so successfully promoted by the National Restaurant Association, automatically stresses the importance and use of bread, through a wider public acquaintance with bread specialties. Many thanks, gentlemen, for this assistance to our customers . . . and thereby to us as *specialists* in the milling of *bakery* flours.

Now if you, Mr. Baker, are not already making use of our specialized services (although a great many leading bakers are), why not send a part of your business our way? We'll pay the freight on your wire or telephone call . . . and we'll give you the most pleasing product and service that you've ever had!



FIRST IN BAKERY FLOURS

**Commander-Larabee**

MINNEAPOLIS • KANSAS CITY

# Comment . . .

## . . . by Cooley

The baking industry seems to be working in earnest now to find a slogan that will impress the nation's consumers with the goodness and nutritive value of baked foods. The American Bakers Assn. has gone so far as to set up a committee to examine slogans and the group's members have agreed to use the slogan in their advertising if one is favorably decided upon.



F. W. Cooley, Jr.

However, if you promise you won't get mad at us for making this statment, we think this slogan thing is getting out of hand. Maybe the committee can control it, but if you will recall last fall we had about 15 slogans considered; none was accepted for various reasons. Let's not lose sight of the fact that the famous food industry phrase "You Never Outgrow Your Need for Milk" is only a tiny part of the American Dairy Assn. program of promotion. You would have to look pretty hard to find anyone who feels that this slogan is anything more than a catch phrase which may impress on all ages the desirability of milk. Any selling the slogan has done is because of the tremendous amount of promotion given the phrase, not the phrase itself.

Another point which deserves pointing out, we feel, is the need for singleness of purpose in promoting our industry. It's probable that there are many in the dairy industry who complain bitterly that their slogan doesn't sell cheese or ice cream—which they just happen to make—it just sells milk. It is no secret that several baking industry promotions have suffered greatly because some one makes a lot of pies, "and that &%¢* slogan just sells bread."

So, since it's warm out, and we know you are very busy trying to keep your bread sales up where they should be while everybody and his brother is out in his backyard with a pile of charcoal and another pile of your buns, we'll just make one little comment:

Shouldn't we put in the back of our minds all these worries about who's selling what, and how this effort will benefit Jones more than Smith, and start selling baked foods harder than ever before? This selling effort can make good use of a slogan, but it certainly isn't going to stand or fall on the slogan alone.

The baking industry hasn't got eight million bucks to promote its industry, but many of those directly concerned feel a much better job can be done with the money available. When you get right down to it, then, the success of baking promotion isn't in the selection of a slogan that will please everyone, but in the proper and extensive circulation given to the slogan after its adoption.

* * *

Things-to-come department: With all the hullaballoo, or however that's spelled, about four million babies yearly, 78,000 babies a week, and whole blocks of homes with six kids in each, let's not lose sight of the fact that there are more small households—with three people or less—in the U.S. now than ever before.

With the entire food industry thinking of fractional and multiple packaging to serve this largest segment of the potential market, the baking industry seems to have done little thinking about supplying smaller packages to smaller families.

*Thanks for reading. See you next month.*

Frank Cooley

# Editorials . . .

## ARE WE ALL FOOD CRANKS?

NO one whose livelihood is circumscribed by the fortunes of our daily bread needs any reminder of the fact that food faddism ranks high —and perhaps first—among his public enemies. The Staff of Life has been a target for most of the nutritional crackpots of our own and the two or three immediately preceding generations.

With the general broadening of nutritional knowledge and the advent of vitamin and mineral enrichment there has seemed to be, in recent years, a gratifying subsidence in the shrill outcries of the detractor of bread. But his voice is still heard in the land, though not so often or so brassy, and those who would abate the nuisance and advance the reputable food philosophies of our time still may flush an occasional fad rabbit lingering in the nutritional brushpiles of yesterday. Gunning currently for such rabbits is William B. Bradley of the American Institute of Baking, who appeared before the Georgia Public Health Assn. at Augusta in mid-May to press home his belief that countering the food faddist with more effective spreading of reliable information about human nutrition is one of the public health officer's imperative duties.

"Much has been added to our knowledge of nutrition," said Mr. Bradley, "by the tireless efforts of countless scientists who devote their lives to investigating man's nutritional requirements and the nutritional contributions of our food supply. Because of this great increase in knowledge one would expect vast improvement in the information dispensed to the general public concerning food and health. As one looks around, however, he finds that the preponderance of nutritional information disseminated to the public falls in the category of food faddism."

Mr. Bradley's wonderment at this condition leads him to a startling thought, namely that in a sense we may all be faddists.

"The term 'food faddism,'" he remarked to the Augusta group, "covers a multitude of sins. Food faddism may stem from an over-emphasis of a scientific fact concerning food and health. Or, it may be the zealous pursuit of an idea which has never been tested scientifically or one which may be the opposite of scientific fact.

"It is a scientific fact that proteins are among the required nutrients. It has also been established that in various parts of the world nutritional deficiency is prevalent due to consumption of inadequate quantities of or poor quality proteins. However, our current over-emphasis on the need for protein in the American diet is a form of faddism."

Mr. Bradley's greatest concern, perhaps, is for the iniquity of the many food faddists who bring their ideas to the public through books published by the less reputable publishing houses, through sensational magazines and from lecture platforms, promising long life or more youthful appearance to anyone who may succumb to their persuasions.

"Textbooks containing this type of food faddism," concluded Mr. Bradley, "are used in public and parochial school systems.

"This is not just another food faddist volume for sale only to the gullible. It is a textbook and as such is supposed to serve in the teaching of nutrition to elementary and secondary school children. It is doing just that, but is a type of teaching which should be deplored by those interested in the health aspects of eating. Our field staff of nutritionists find this book being used in schools throughout the country."

The Journal of the American Public Health Assn. should be commended, thinks Mr. Bradley, for alerting those interested in public health to the harmful as well as the useful literature. The Journal of the American Dietetic Assn., he says, is also doing a fine job, and others in like position should follow suit.

# Trade Pulse

JOHN ARTHUR DERSCH, formerly with Baker Perkins, Inc., Saginaw, Mich., has been appointed assistant chief engineer of Read Standard Division of Capitol Products Corp., York, Pa. In his new position, Mr. Dersch will assist H. E. TEMPLE, chief engineer of Read Standard, in the design and engineering of all types of bakery equipment.

Effective July 27 STIRMAN E. SHELLEY will succeed B. W. PENNINGTON as manager of the Continental Baking Co. plant at Little Rock, Ark. Mr Shelley was formerly sales manager has moved to West-Dallas, Texas. Mr. Pennington will become manager of Continental's new bakery at Tulsa, Okla.

EDWIN J. FINEGAN, former manager of the Tampa Fla., branch of the Ward Baking Co., has been named manager of the company's new southern region, headquartering at Tampa. Mr. Finegan will be in charge of bakeries in Tampa, St. Petersburg, New Orleans, Birmingham, High Point and Rocky Mount, N.C. He will be succeeded as Tampa bakery manager by EARLE V. WOLFE, formerly manager at Cleveland, Ohio, according to ARNOLD JACKSON, president. JOSEPH V. SERWATKA, formerly of New York, will replace Mr. Wolfe at Cleveland.

Corn Products Refining Co. has appointed HOWARD F. HARRIS to the newly created position of public relations director, according to WILLIAM T. BRADY, president.

The Fischer Baking Co., Newark and Asbury Park, N.J., has elected four new vice presidents: WILLIAM FISCHER, GEORGE A. FISCHER, CHARLES E. CORGE and EDWIN WEBER.

Michigan Bakeries, Inc., Grand Rapids, has announced two appointments. JOHN D. SHIDLER will be in charge of all company production, including supervision of the Grand Rapids plant. KENNETH PASSMORE, plant manager at Grand Rapids, has been named assistant sales manager under ALEX MACKAY, vice president and sales manager. HERBERT LEHMAN has been appointed resident manager for sales and production at Jackson, Mich.

STANLEY H. WELLS has been named sales manager of Liquimatic Systems, Los Angeles, makers of self-contained package units for storing and automatically dispensing bulk liquid ingredients. Mr. Wells was formerly with Cherry-Burrell Corp. as special representative to the beverage and baking industries. EDWARD R. LAWLOR, formerly sales manager for Continental at ern Precipitation Corp.

## This Month . . .


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# Baking Industry Group Continues Search for Good Bread Slogan

CHICAGO — A committee of the American Bakers Assn. is seeking cooperation of bakers and their advertising agencies to resolve a problem which has been under discussion for many years—the selection of an industry slogan or catch-phrase for bread.

Headed by Harold Budde, Purity Baking Co., Decatur, the committee met in Chicago with ABA officers and staff members, to go over suggested slogans. They rejected all of them as "not sufficiently satisfactory to justify widespread industry use."

Other committee members are Cedric Seaman, Continental Baking Co., New York; J. P. Cash, Fuchs Bakery, South Miami, Fla.; Ernest A. Nickles, Alfred Nickles Bakery, Navarre, Ohio; Charles Regan, Interstate Bakeries, Chicago; and Edmund Kutchins, New Process Baking Co., Chicago.

The committee has sent a letter to all ABA members, asking that they show to their advertising agencies the list of suggested slogans and request that each agency develop alternate slogans, and to get their recommendations back to the ABA office by Aug. 1. The suggestions will be discussed by the committee at a meeting set for Sept. 10 in Chicago.

The industry slogan prob'em was given serious attention at the last meeting of the ABA board of governors and the program planning committee of the Bakers of America Program.

Unanimous agreement was reached that a good slogan was desirable and by showing of hands it was indicated that, if a slogan is adopted by the board, the statement or phrase would be used in advertising.

By formal motion, chairman Roy Nafziger, Interstate Bakeries Corp., Kansas City, was directed to appoint a committee to study the matter, this committee to decide on a course of action to reach a final decision and present its findings to the board at its October meeting.

The committee members emphasized that while the appeal for suggestions is going only to ABA members, ideas from other bakers and from allied organizations will be welcomed.

Suggestions should be sent to E. E. Kelley, Jr., ABA president, at the ABA offices, 20 N. Wacker Drive, Chicago, Ill.

—BREAD IS THE STAFF OF LIFE—

## Bakery Strike in Denver Ended

DENVER, COLO.—The 47-day-old Denver bakery strike has ended. The members of bakery drivers Local 219 accepted a new contract from seven Denver bread firms. Fred Neef, Denver attorney representing the seven wholesale bread firms, said the new contract calls for an over-all $16.40 per week increase by the end of the third year.

The attorney also said the confectionery workers Locals 26 and 240 had agreed to terms, pending the outcome of the bakery drivers vote.

The bakery strike started May 19 when Local 219 picketed the Rainbo Bread Co. Next day, members of the bakery and confectionery workers Local 26 and 240 were locked out of Rainbo and six other bread firms. The companies contended a strike by one union against one company was a strike by the three unions against all seven companies.

The drivers at the beginning of the strike asked for a five-day work week. Under terms of the new work week, drivers will work a 47-hour week with Tuesday afternoons off. They currently work a 49-hour week, Mr. Neef said.

Nearly 1,200 Denver bakery workers were affected by the strike. Denver wholesale bread firms continued to operate all during the strike with grocers and other retailers calling at the plants for their daily supply of bread.

—BREAD IS THE STAFF OF LIFE—

# SBA Schedules Production Conference

ATLANTA—Appointment of E. L. Harding as general chairman for the 7th annual Southern Bakers Assn. production conference has been announced by William P. McGough, chairman of the board, and Benson Skelton, president. Mr. Harding is associated with the Krispy Kreme Doughnut Corp., Winston-Salem, N.C. He is well-known throughout the Southeast, and he has had a great deal of experience which should be helpful in planning the production conference to be held at the Atlanta Biltmore Hotel, September 15, 16 and 17.

Again this year the retail session will be the first day of the conference, Sunday. Monday and Tuesday until 1 p.m. will be devoted to a general session covering wholesale bakery production. Mr. Harding will stress more than ever a streamline workshop conference devoted primarily to promoting more knowledge of production and improving of production methods.

"Because the majority of those attending will be production superintendents, the program should be arranged so that they gain as much knowledge as possible about baking," said Mr. Harding. Board Chairman McGough and President Skelton urge full cooperation and representation of every bakery in the Southeast at the conference. There will be at least 20 speakers on the program who are experts in their particular field. Committees and a complete program will be announced next month.

# New Jersey Outing Draws Over 250

NEW BRUNSWICK, N.J.—More than 250 bakers, allied tradesmen and their guests attended the first annual New Jersey Bakers Board of Trade outing at Forsgate Country Club, Jamesburg. Golf trophies were awarded for tournament play, to the South Jersey division, North Jersey division, to the allieds, and for a putting contest. Also played were horseshoes and softball.

Under the guidance of Walter J. Meier, Paterson, president, more than 50 persons visited the Forsgate farms as part of the outing.



J. A. Kirkman

## F. Smith Norton Retires From Fairfax Baking Co.

OAKLAND, CAL.—F. Smith Norton, manager of Safeway's Fairfax Baking Co., has announced his retirement, ending a 30-year career with the same firm.

James A. Kirkman, until recently vice president and a director of Red Star Yeast & Products Co., Milwaukee, will succeed Mr. Norton as manager of Safeway's 22 bread and cake bakeries in the U.S. and western Canada, according to R. W. Church, manager of Safeway's bakery division.

Mr. Norton joined Safeway's bakery operations in 1927 at Los Angeles where he received his schooling, including a degree from the University of Southern California. He is a past national vice president of the American Society of Bakery Engineers.

Mr. Kirkman returns from Wisconsin to California where he received his schooling at Berkeley. He is a member of the American Management Assn, the American Society of Bakery Engineers, and vice chairman of the Grocery Manufacturers of America midwestern committee.

The Guthrie Biscuit Co. and Fairfax Baking Corp., two subsidiaries of the Safeway Stores chain of Oakland, have closed their San Francisco offices and moved into new quarters at the Tuxedo Candy Co. plant, San Jose, Cal.

—BREAD IS THE STAFF OF LIFE—

## General Bakeries' Profits Increase

TORONTO—The profit of General Bakeries, Ltd., Toronto, for the year ended April 3 was $160,222, a 20.5% increase over the previous year's profits of $132,979.

Sales reached a record level in both volume and value. The higher volume, together with improved operating efficiency plus higher selling prices, maintained profitable operations despite rising costs of labor and materials, the company said. Extensive renovations at the Toronto plant contributed to the improved results on the year's operations, the company added.

The company made fixed asset expenditures of $544,600, less $167,000 on sale of obsolete equipment and unused property. Approximately $278,000 was spent for automotive vehicles.

# Dr. F. P. Siebel, Industry Leader, Dies at 84

CHICAGO—Dr. Frederick P. Siebel, Sr., chairman of the board of the J. E. Siebel Sons Co. and the Siebel Institute of Technology, Chicago, died June 17 at the age of 84. He was the first to successfully establish courses in baking technology.

While his professional activities centered largely upon the fermentation and food industries, Dr. Siebel's interests embraced a wide area in the field of arts and culture, of which he was a loyal supporter.

Dr. Siebel was born Aug. 1, in Lake View, a small suburb which was later incorporated into the City of Chicago, where he lived and worked all his life. He was one of five sons of Dr. John E. Siebel, Sr., founder of the company, and received his primary education in the Chicago public schools and subsequently attended the University of Chicago and Northwestern University, graduating from the latter in 1896.

His drive led him, even during his school years, into a number of extracurricular activities. As a university student he worked as a reporter for the Abendpost and Staats-Zeitung, leading German language newspapers, for which he covered the 1893 World's Fair in Chicago. At the same time he served in his father's laboratory as a junior chemist. He became general manager of this small enterprise in 1897 at the age of 24 and served as its head for 60 years.

**Resident Course**

Dr. Siebel established his first resident course in baking technology in 1916 at the suggestion of the Chicago Master Bakers Assn. In 1919 he inaugurated the first correspondence course in baking and a year later introduced resident courses in cake and pastry baking. Since that first course in 1916, the Siebel Institute has trained more than 10,000 students. Its alumni are located in virtually every civilized country in the world.

His interest in technical education prompted him, in 1901, to found the Siebel Institute of Technology with his father to serve as a technical school, first for brewers, and subequently for the baking, flour milling, carbonated beverage, and refrigeration industries. This interest ultimately led to his appointment as a member of the Board of Education of Chicago, on which he served for 10 years.

He was one of the founders of a number of different companies, including the Siebel Publishing Co. and technical journal which materialized first as the Siebel Technical Review and subsequently became the Bakers Digest.

—BREAD IS THE STAFF OF LIFE—

## Bakers Courtesy Club Of Chicago Slates Annual Outing

CHICAGO — The 27th annual outing of the Bakers Courtesy Club of Chicago has been announced for Aug. 1 at the River Forest Country Club by John Marshall, Chicago Bakers Cooperative Assn., who is chairman of the entertainment committee. Golf and horseshoe tournaments will begin at 1 p. m., and luncheon will be available earlier. Cocktails, cards and other activities will be available all day, and dinner will be served at 7:30 p. m.

*Investigation Roundup . . .*

# Senators Hear Union Probe Testimony, Then Adjourn

WASHINGTON—The Senate committee investigating rackets and misuse of labor union funds has called off the current phase of its investigation of the Bakery & Confectionery Workers International Union after spending more than two weeks examining union officials at several levels of authority. Presumably, the hearings can be taken up again at anytime the committee deems necessary. The principals remain under subpoena, and obligated to return for further questioning if called.

During the two weeks of hearings in Washington, probers, under the chairmanship of Sen. John L. McClellan, turned up an assortment of alleged abuses of funds, charges and counter-charges of laxness, disregard for official responsibility, and of "fund raising projects" for individual members similar to those uncovered in the previous examination of officials of the teamsters' union.

The probe brought to the committee's attention for questioning almost a dozen key figures from the union's top level international organization down to the local levels in New York, Chicago, Los Angeles and several other cities.

### Charges Made

The attention of the Senate Select Committee, in charge of the hearings, was first focused on the bakers and confectioners group last spring as the result of charges brought against one another by high officials of the international union. Curtis R. Sims, secretary-treasurer of the international, lodged charges with the international's governing body against James G. Cross, international president, and George Stuart, international vice president. Mr. Sims charged mis-conduct, and, in turn, found himself before the union's general executive board on similar counts lodged by President Cross. (Mr. Cross and Mr. Stuart were cleared by the executive board. Secretary-Treasurer Sims was suspended, but allowed to draw his salary.) Mr. Stuart has now resigned.

June 6 the senate committee stepped in, subpoened those involved, and began to probe the bakers and confectioners' union at several levels of authority.

Briefly, the senate inquiry was interested in examining several things: It wanted to check reports of the misuse of union funds, including questioning of top union officials about reportedly "irregular" transactions, lack of record-keeping, operation of certain locals by a system of trusteeship, extension of favors by management to union hierarchy, and the possibility of collusion to the detriment of union rank and file.

In the two weeks of examination, the senate committee unearthed what it considered extensive "juggling" of union funds—without sufficient record keeping—for such diverse purposes as organizing the workers at two large baking firms, sponsoring a testimonial dinner for an international union official, and distributing an assortment of gifts and gratuities to a number of persons both in and out of the official union circle.

One of the early witnesses called before Senator McClellan's committee was one Anthony Conforti, president of Local No. 1, Chicago, B. & C. International. Mr. Conforti gave a lengthy account of a "private savings account" involving approximately $9,000 which, said Mr. Conforti, he set up upon instruction of Mr. Stuart to handle the financial end of an organizational drive among the workers of the Salerno-Megowen Biscuit Co., Chicago. Mr. Conforti told of the methods used as far back as 1953 to collect money from locals, that the collections were always turned over to Mr. Stuart in cash, and that he kept no records of the transactions.

### Involved Explanation

At one point Mr. Conforti's explanation became involved by his efforts to explain how he kept the union funds straight because of a period when such funds were being deposited in his own savings account.

Under prolonged questioning by the senate committee, Mr. Conforti disclosed that he only followed instructions of higher-ups in the union, and that he had little choice in such matters except to "do as I was told."

The senate committee devoted considerable time to questioning union leaders about a testimonial dinner for a bakers-confectioners' international vice president in the New York area, Max Kralstein. Examination divulged the information that management, rank and file union members and locals were solicited for a sum of money in excess of $85,000, of which nearly $60,000 was turned over to Mr. Kralstein and his wife in the form of gratuities, a $1,400 portrait of the recipient, Mr. Kralstein, and a sizeable check.

Lengthy testimony was given by bakery owners and union officials of the methods of solicitation, pressure and alleged coercion used to raise the money for the Kralstein dinner, some of it from donors who said they had never heard of Mr. Kralstein. Mr. Kralstein, when called to explain the dinner and his dealings with union locals, said he was acquainted with almost all of them, despite their statements to the contrary.

The committee's efforts to divulge a lack of record-keeping for a considerable number of union activities resulted in summoning of a couple of other witnesses, John D. Nelson, once an assistant trustee for a Los Angeles union and an acquaintance of International President Cross, one Miss Kay Lower, also known as Mrs. E. K. Thorpe. Mr. Nelson was given opportunity before the senate committee to deny charges of other union officials that he was paid to "use goon squad tactics" at picketed bakeries. It was at this point that the committee, through Mr. Nelson, elicited the information that $20,000 of a B. & C. trust fund of $40,000 was charged off to organizing, and apparently paid in cash without the benefit of records.

Miss Lower was variously identified as a union organizer hired to obtain names of workers from Van de Kamp's bakeries, Los Angeles, for purposes of organization, and as a traveling companion of the union president. As with Mr. Nelson, the senate committee attempted to establish irregularities of cash payments to Miss Lower, in violation of legal requirements and valid business practices. But the most the committee was able to obtain from Miss Lower were statements to the effect that she helped with union work, and that she was paid indefinite amounts for such services.

One of the highlights of the hearings was the disclosure by Herman E. Cooper, international counsel, of his retainer fees for services performed for the union and its officials. Attorney Cooper reported a $25,000 a year fee from the international, $10,000 a year from Local No. 3, New York, and $10,000 each from the pension and welfare funds of the union in 1956.

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### Dramatis Personae

JAMES G. CROSS, president of the Bakery & Confectionery Workers International Union of America . . . "wouldn't invoke 5th amendment."

GEORGE STUART, former international vice president, Bakers & Confectionery Workers International Union . . . "denied charges that he misconducted his position."

CURTIS R. SIMS, secretary-treasurer, Bakers & Confectionery Workers International Union . . . his charges of abuses came to attention of Senate subcommittee.

ANTHONY CONFORTI, president, Chicago Local No. 1, B. & C. . . . which funds belonged to him, which to the union?

MAX KRALSTEIN, vice president, B. & C., New York area . . . "$60,000 for our beloved Max, a testimonial."

JOHN D. NELSON, one-time assistant trustee of Local 37, Los Angeles, also an organizer . . . $20,000 for organizational work, in cash.

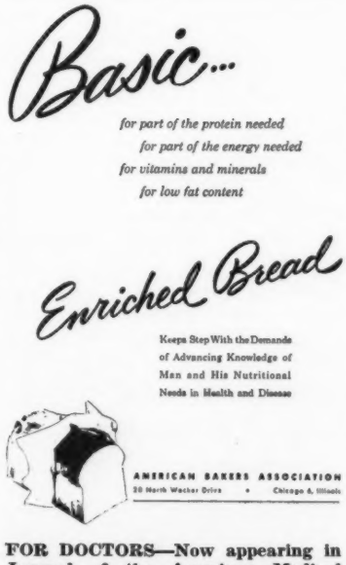
KAY LOWER, reportedly hired to obtain names of workers for organizational purposes.

HERMAN E. COOPER, international union's counsel . . . $57,000 worth of retainer fees.

The investigation was conducted by Sen. JOHN L. McCLELLAN, chairman of the Senate Select Committee, with the help of counsel and other senators.



**PITTSBURGH OFFICERS—The Greater Pittsburgh Product'on Men's Clu') recently elected its 1957 officers and committee heads. Seated from the left are Earl Hehman, Anheuser-Busch, Inc., treasurer; Ed. Swain, Grady's Bakery, vice president; Paul Hornung, Hornung's Bakery, president; Bill Hartner, Jenny Lee Bakeries, board member; William Giltenboth, Pittsburgh Flour Co., secretary; standing from the left: Roy Albert, Armour & Co., program chairman; George Johnston, Red Star Yeast & Products Co., membership chairman, and Ed Ryan, Procter & Gamble, reception chairman.**


**FOR DOCTORS—Now appearing in Journal of the American Medical Assn., among other medical publications, is this first in a new series of advertisements prepared by the Bakers of America Program of the American Bakers Assn. This type of advertising will be used throughout the next year, a short, concise type of advertising presentation, to attract the attention of doctors. Reprints will be available to subscribers who wish to mail them to their own lists of doctors. A similar ad tells of the nutritional value of enriched bread for children.**


## Twin Cities Bakers Schedule Picnics

MINNEAPOLIS-ST. PAUL—Bakers and allied tradesmen of the Twin Cities will attend their annual picnics at different places, but on the same date this year, July 17. The Associated Bakers of Minneapolis will meet at Vasa Park, Lake Minnetonka (near Crystal Bay). The Associated Bakers of St. Paul will meet at Thompson Park, St. Paul.

Both outings will include races, ball games, horse shoe pitching, golf driving contests and an assortment of entertainment and refreshments.

The St. Paul group will be served a free smorgasbord at noon.

Both associations have asked allied firms to contribute $10 each to defray expenses. Contributions for the Minneapolis picnic should be mailed to Clifford Myhr, Myhr Bakery, 815 W. 50th St., Minneapolis, president. Mail St. Paul contributions to Martin Kind, Kind's Bakery, 786 Randolph, St. Paul, treasurer.



**PLANNING "THE MIRACLE ON 34th STREET"—Pictured above are the Associated Retail Bakers of America executive committee members who recently met with convention chairmen from the New York State Association of Manufacturing Retail Bakers at the New Yorker Hotel on 34th St. and announced their decision to hold a "speechless" ARBA convention and exhibition April 27-30, 1958, in New York City. In this picture are (left to right and seated): L. Carroll Cole, second vice president; Walter R. Schuchardt, past president; John Benkert, convention chairman; Charles J. Schupp, president; Trudy Schurr, executive secretary; Paul M. Baker, first vice president; Herman Schoen, third vice president; (standing) Gordon Nash, director and chairman of National Retail Bakers Week; Bernard Bowling, past president; George Chussler, honorary director; William F. Thie, treasurer; William A. Quinlan, general counsel, and Thomas L. Scheuermann, field representative.**

## Promotions in Bakery Division Announced By Anheuser-Busch

ST. LOUIS—Paul C. Guignon, general sales manager of the bakery products division of Anheuser-Busch, Inc., has announced a number of promotions in the organization.

Jack D. Huddleston is being promoted from Texas region manager to field sales manager, with headquarters in St. Louis, working directly under Mr. Guignon. Mr. Huddleston started with Anheuser-Busch in 1937. He has been branch manager at Shreveport, Lincoln, and Des Moines, district manager at Houston and Texas region manager.

Mr. Huddleston will be replaced as Texas region manager by Arthur C. Troilo, formerly San Antonio district manager. Mr. Troilo will continue to maintain headquarters in San Antonio.

Clyde Hunt, who has represented Anheuser-Busch in Lubbock, will move to Dallas, to take over there as district manager. Joseph W. Seward, who has been in St. Louis following some years as Des Moines branch manager, becomes Lubbock district manager.

At the same time, Mr. Guignon has announced that Alex J. Baumeister, formerly Kansas City district manager, has been moved to San Francisco to represent the company on the West Coast on its non-perishable products. Joe W. Hall, formerly Columbia branch manager, has been promoted to Kansas City district manager.



**Jack D. Huddleston**

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## Vancouver Bakery In Labor Dispute

VANCOUVER—By a vote of four to two, the Vancouver city council recently awarded a non-union firm a contract to supply bread to city institutions despite bitter protests of organized labor.

The contract for $2,400 went to Golub's Baking, Ltd., on a bid which was 14½% lower than those of five other bakeries, all of which submitted identical bids and all of which are unionized.

Representatives of both the bakery and labor appeared before the city council. The bakery which admitted a scale lower than union rates, said the actual baking is done by members of the family. Further, the firm said, it had gone to conciliation over wages and had agreed to accept the award handed down, but the union had refused.

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## J. F. Brown Joins Eckhart Milling Co.

CHICAGO—John F. Brown, Chatham, Mass., is now representing the Eckhart Milling Co. in New England. Mr. Brown was vice president and sales manager of Sands, Taylor & Wood Co., Cambridge, Mass., until last April. He has been in the flour business in the East in various sales and managerial positions since 1920.

Mr. Brown also represents the Wichita Flour Mills, Wichita, Kansas; the Memphis Pecan Co., Memphis, Tenn., and Davis & Co. Flavors, Clifton, N.J.

——BREAD IS THE STAFF OF LIFE——

### BAKERY HEAD DIES

HOLYOKE, MASS.—Otto M. Dreikorn, president and manager of Dreikorn's Bakery, Inc., in Holyoke, died June 7.

## Retail Bakers Plan "Speechless" Meeting in 1958

NEW YORK—After a joint meeting of the executive committee of the Associated Retail Bakers of America and the convention committee of the New York State Association of Manufacturing Retail Bakers, Charles J. Schupp, Schupp's Bakery, Washington, D. C., ARBA president, has announced the group's decision to eliminate all speeches from the ARBA convention and exhibition which is to be held next year, April 27-30, in New York City.

### No Afternoon Sessions

In line with the desire to give visiting bakers more time to see what is new and different John Selig, program committee chairman, was asked to work up a schedule that will eliminate afternoon sessions, along with the speeches.

This means the convention's "working" sessions, featuring demonstrations, displays and participation panels, will be held each morning in the Hotel New Yorker, which is to be official convention "headquarters." Afternoons can be devoted to visiting the exhibits at the Trade Show Bldg. (across the street from the New Yorker) and to regularly scheduled visits to the wide variety of retail bakeries that are to be found in the world's largest city.

Since 1958 is a year when the exhibition of bakery machinery and equipment is sanctioned by the Bakery Equipment Manufacturers Assn., it was felt that more time to visit the exhibits was especially desirable.

The unique program of no speeches and no afternoon sessions, plus the fact that convention headquarters is located on 34th Street, means that the 1958 retail meeting is already being publicized as "The Miracle on 34th Street . . . The ARBA's first speechless convention!" It is anticipated that the thousand bakers who "followed their dreams to New Orleans" in 1957 will be equally eager to see "The Miracle on 34th Street," in 1958, the convention committee disclosed.

## Nutritionist Joins Staff Of AIB

CHICAGO — Miss Mary Ellis has joined the staff of the consumer service department, American Institute of Baking, and will be responsible for the nutrition education program on behalf of the department. She will be in charge of the semi-annual meetings of the advisory committee of the department and will advise members of the progress of plans developed under their guidance.

Working in the fields of nutrition and biochemistry, Miss Ellis received her M.S. degree from Teachers' College at Columbia University, and was the Teachers' College nominee for, and recipient of, a Borden award. Miss Ellis is now completing work for her doctorate. Her undergraduate study was at MacDonald College, Guelph, Ontario, Canada.

During her teaching career, Miss Ellis has taught nutrition and therapeutic dietetics at Woman's Medical College, Philadelphia. She served as a research fellow in nutrition education at Teachers College simultaneously serving as a nutrition chemist on U.S. Department of Agriculture-sponsored projects in energy metabolism, and assisting in the teaching program.

Until recently Miss Ellis was on the staff of the Nutrition Foundation, New York. She worked on the writing and preparation of printed materials in the area of nutrition, correlating current scientific findings. Before joining the Nutrition Foundation staff, she was a food editor with General Foods Corp.

Miss Ellis is a member of the American Home Economics Assn., the American Dietetic Assn., the Chicago Home Economics in Business group, and is national chairman of the Food and Nutrition Committee of the home economics association.

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## Cahokia Flour Co. Announces Winner Of Scholarship

ST. LOUIS — The Cahokia Flour Co. of St. Louis has announced that its first annual Victor Zimmerman Memorial Scholarship has been awarded to Wiley W. Hargrove.

The scholarship provides $1,000 for a course of study in a professional baking school to a qualified young man who desires to follow a career in the baking industry.

J. A. Zimmerman, president of Cahokia, presented the scholarship award June 10 at a noon meeting held at the Chase Hotel. Mr. Hargrove is 26 years of age, married and is currently employed by the Kroger Co. in St. Louis.

In originally announcing the award, Mr. Zimmerman said that the baking industry's future depends upon the supply of professionally trained young men. This scholarship, honoring Cahokia's founder, the late Mr. Victor Zimmerman, seeks to serve the St. Louis baking community by providing the means for young men to receive the necessary specialized training.

## AMF Executive Tells of Profits From Rolls, Buns

NEW YORK—"Sell your prospective customer into a profitable business and your own sales will ride his coattails to success," Alfred J. Fava, vice president and general manager of the bakery division, American Machine and Foundry Co., told members of the National Industrial Advertisers Assn. at their 35th annual conference.

To prove his point, Mr. Fava said his company had to revise its sales forecast upward 15% because of the success of its "bandwagon" plan designed to educate bakers of the higher profits available in roll and bun business.

To show how successful the campaign was, Mr. Fava said, "The figures for the first five months ending in May, 1957, show that we were 22% above the increased sales forecast, or 37% above the original forecast."

In describing how the plan was formed, Mr. Fava said that in 1949 the Union Machinery Co., a subsidiary of American Machine & Foundry, and a member of AMF's bakery division, introduced to the baking industry new automatic high-speed roll and bun making equipment.

"Bakers in the roll and bun business accepted the units quickly, and sales climbed rapidly. However, about two years ago sales began to level off to a uniform rate. As we had captured a good portion of the market, made up of bakers already in the roll business, the conclusion was reached that if we wanted to sell more of our continuous and automatic roll equipment, we had to get more bakers to go into the roll business," Mr. Fava said.

"To do this," he continued, "we knew we had to convince the baker that the roll and bun business was a profitable one. The facts to prove the profitability of going into the roll business came from the U.S. Department of Commerce. A Bureau of Census report on the baking industry pointed out that the consumption of bread-type rolls soared 59.6% over the year 1947, and the trend was steadily upward.

"It also showed that bread consumption remained at the same level over this period and that roll profits were greater than bread by 51.3%.

"With these facts and figures in hand, the company began its promotion campaign to get more bakers into the roll business. Our theme was 'The High Profit Bandwagon,' said Mr. Fava.

"The campaign called for booklets, advertisements in trade journals, and direct mail to the customers. And to help capture attention in the direct mail a gimmick was introduced to stimulate the bakers' interest in the campaign," he said.

"The gimmick was a hamburger bun made of castile soap to lather up interest in the profitable growth of the roll and bun business. One of these 'buns' was mailed to every wholesale baker in the country to attract attention to the campaign.

"A recent report makes the future of the bun business bright indeed. It is anticipated that hot dog consumption alone in the U.S. will hit a colossal 10.1 billion franks in 1957, a rate of a gain which has been relatively steady for many years," he stated.

In conclusion, Mr. Fava said, "There will be a repeat performance of the successful campaign, with some variations, for 1958, and we are hopeful that it will develop additional business for us."



**PRESIDENTIAL GREETINGS — It was a dual presidential handshake when Howard O. Hunter, president of the American Institute of Baking, right, welcomed E. E. Kelley, Jr., president of the American Bakers Assn., to the institute to give the commencement address to Class 71 recently. Louis E. Caster, chairman of AIB's board, came from Rockford, Ill., to present Mr. Kelley to the class of 44 graduates.**

—BREAD IS THE STAFF OF LIFE—

## Scholarship Awards Announced by AIB

CHICAGO—Scholarships in baking science and technology were recently awarded to four applicants by a committee of the American Institute of Baking, Chicago. The men will be members of Class 72 studying at the institute Aug. 5 to Dec. 20.

Leon Taricani, a 20-year-old technical school graduate from New Britain, Conn., will utilize a grant from Standard Brands, Inc., to prepare for a career in the baking industry.

The other recipients are Roger Linthicum, 37, a dough mixer from Oklahoma City, Okla., who was awarded the Joe Lowe Foundation grant, and Clark Wymore, 33, of Ottumwa, Iowa, who received the Ekco Foundation scholarship. John P. Dolan, 19, bakery employee and recent graduate of South Hills High School, Pittsburgh, Pa., was awarded the D.C.A. Food Industries, Inc., grant.

The four will each receive $450 to cover tuition and fees for the 20-week course, as well as $300 for personal expenses, according to Dr. Robert W. English, director of education.

Classes will be conducted in the institute's modern building at 400 E. Ontario St., Chicago. Students will be taught theory in baking science, science laboratory, mathematics, experimental baking, and personnel relations. Practice in modern techniques includes "shop" sessions in bread and roll production, cake and variety products, equipment maintenance and operation, and sanitation and safety.

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## Sugar Quota Raised Again

WASHINGTON—The U.S. Department of Agriculture has announced that the estimate of domestic sugar requirements (total quotas) is being increased from 9.1 million tons to 9.3 million tons.

This action was taken in view of the continued increases in sugar prices and "inadequate offerings by suppliers."

The price for raw sugar had been increasing since early May, culminating in an announcement on June 14 of an increase to 9.25¢ lb. in the price for refined cane sugar New York, the USDA said.

## T. F. Freed Reelected President of Bakery Equipment Manufacturers Assn.

NEW YORK — T. F. Freed, vice president and divisional operations manager of Read-Standard, a division of Capitol Products Corp., York, Pa., was unanimously reelected president of the Bakery Equipment Manufacturers Assn. at the annual meeting held at the Manoir Richelieu, Murray Bay, P.Q., Canada, June 27-July 2.

Keith H. Redner, vice president, Battle Creek Packaging Machines, Inc., Battle Creek, Mich., was reelected vice president and E. H. Leedy, executive vice president, the Lockwood Manufacturing Co., Cincinnati, Ohio, was reelected a member of the board of directors.



**T. F. Freed**

E. Archer Turner, vice president and director, Baker Perkins, Inc., Saginaw, Mich., was elected a member of the board of directors.

The association's annual meeting included meetings of its board of directors, various activity committees, three business sessions and seminars on labor relations and foreign trade.

The labor relations seminar was conducted by Mr. Leedy and was directed toward the subject of "Communications". The foreign trade seminar was conducted by T. F. Spooner, J. W. Greer Co., Wilmington, Mass. This seminar was directed toward Canadian trade matters. Mr. Spooner was assisted by Arthur May, managing director of the National Council of the Baking Industry, Ottawa, Canada.

Mr. Freed welcomed Harold J. Alsted, vice president, Sprout, Waldron & Co., Muncy, Pa., and Richard H. Williams, president, Universal Oven Co., New York City, who were attending an annual meeting for the first time as new members of BEMA. He complimented T. F. Ronson, Fred D. Pfening Co., Columbus, Ohio, who as membership chairman, also increased the association's rolls during the past year with the following companies who were elected to membership: Bucks County Enterprises, Inc., Quakertown, Pa.; Ever-Rite Equip-

(Turn to **FREED REELECTED** on page 50)

—BREAD IS THE STAFF OF LIFE—

## Harry Lautensack, GMI Executive, Retires

MINNEAPOLIS — Harry C. Lautensack, a General Mills, Inc., vice president since 1945 and a man prominent in the company's eastern operations for 48 years, retired July 1, C. H. Bell, president, has announced.

Mr. Lautensack joined the company in 1909 as a clerk in the New York City office. After 13 years in various assignments there, he was appointed to the New York sales staff. Then he became, successively, supervisor of the bakery sales staff, manager of bakery sales, manager of domestic sales, and, in 1931, manager of the New York office.

In 1939 he transferred to Buffalo, and became assistant to the president of what was then the eastern division of GMI. In 1945, he was simultaneously made president of this division and a vice president of the company.

Mr. Lautensack, the father of three sons, has been active in Buffalo community affairs. He has served as a trustee of Nichols school, president of the Buffalo board of education, president of the Buffalo Club, a director of the Niagara Frontier Transit Corp. and of the Manufacturers and Traders Trust Co. At present he is treasurer of the Episcopal Diocese of Western New York.

"Through the years, Harry Lautensack has made a key contribution to the growth of General Mills," Mr. Bell said. "We shall miss him and we wish him well in the years ahead, which we know will be active and filled with service."

Mr. Lautensack was honored at a testimonial dinner at the Buffalo Club June 26.



**Harry C. Lautensack**

## W. H. Alford Dies in Seattle

SEATTLE—William Harry Alford, 54, executive secretary of the Bakers of Washington, died here June 13 after having suffered a stroke four days previously.

Mr. Alford was widely known in the labor relations field. As executive secretary he negotiated labor contracts for the baking industry in western and central Washington. He had been executive secretary of the organization for the past 15 years, after having served as assistant secretary.

## Flour Market

# Soft Wheat Flour Buying Sparks End of Quiet Month

By K. W. WAKERSHAUSER
The American Baker Editorial Staff

Flour sales were light during June and the first week in July as buyers eyed each new blow to the Southwest wheat crop with increasing concern. Few market factors were conducive to large scale buying at anytime during the period. Fill-in purchases were the rule as bakers scraping the bottom of the bin committed themselves to 30 days supply and no more, trying to stretch orders only until certain of the new crop quality. High prices and a three to four-week delay in harvesting in the Southwest formed a bloc which, added to the uncertain quality of the forthcoming wheat, kept bakers on the sidelines.

The break through came, however, July 8 and 9—not in Southwest wheat—but in soft winters in the East. Ignoring advice that high ratio cake and pastry flours would drop sharply in the near future, specialty bakers and others entered the market following a 20¢ advance, and the buying assumed record proportions. Surprisingly, purchases were for extensive coverage, some for as much as six months to a year in the face of prices 25¢ above last year.

July futures, which reflect the general thinking of traders as to the probable price level of new crop ordinary wheat, rose 10¢ in the hard winter wheat market at Chicago and 8@10¢ at Kansas City. Although not directly involved in the Southwest harvest, spring wheat futures at Minneapolis rose about 7¢ for the month.

Cash wheat premiums for dark and hard grades were unseasonally strong all month because of the demand for old crop offerings during the period of rains and harvesting delay in the Southwest. Cash prices began to drop sharply the first week in July as new crop offerings began to mount at the principal markets.

Flour prices at Kansas City and Chicago advanced 20@25¢ in June due to a slump in millfeed business, and the need to cover the loss with higher flour prices. The abnormal trend is expected to resume its traditional, downward course within the next week or two as the harvest reaches its peak. The same trend should lead to heavy bookings of hard winters. Downward pressure was already evident the second week in July as terminal elevators and mills began to sell futures contracts as a hedge against growing accumulations of new crop cash wheat.

Light test weight and the possibility of a lower quality of wheat from the new hard winter crop is having its depressing effect on prices, too. Farmers are expecting lower prices as a discount for inferior quality wheat. Buyers seem interested in paying a little less as a protection against future uncertainty of how the new wheat will grade out in price at the markets. And the whole new crop picture is being compared with the 1956 crop, which was of such outstanding quality that anything less is almost certain to be tagged at a lower price. For growers who are certain they have new crop wheat of better than average quality it probably means better prices in the long run, however.

## Growers Approve Marketing Quotas

A potentially bearish market factor was removed from the price picture June 20 when farmers voted for marketing quotas on the 1958 crop, in effect approving a minimum support price for wheat in the 1957-58 crop year of $1.78 bu., or 75% of parity, compared with a support price of $2 bu. for the year ending July.

Meanwhile, so far as the current market is concerned, there was no change in the parity for wheat during June, with the $2 support prevailing throughout the month.

## Opinions Vary on Wheat Quality

Despite a considerable variation in the quality of early arrivals of new wheat there were authoritative trade sources which were optimistic about the eventual, over-all picture. Generally, there has been agreement that the protein content of Southwest wheat will not be as high as it was a year ago. In reply to queries about excessive moisture in early receipts, millers maintained that wheat arriving the second week in July, on the heels of dry, clear weather, presented no particular moisture problem. Although mills were reluctant to conduct baking tests of early wheat for fear of a distorted picture, one independent laboratory which made some tests gave an encouraging report. Essentially, it confirmed the expected reduction of protein in Southwest wheat, then went on to say that the tests indicated flours with less absorption, higher M.T.I. values and probably shorter Farinograph peak time. The independent report predicted that the hard winter wheat tested seemed capable of making very good bread by the time blending is completed.

## Winter Wheat Estimate Down

The July 1 estimate of winter wheat production made by C. M. Galvin, statistician with Francis I. du Pont & Co., is 679,066,000 bu., or approximately 43 million bushels less than the Galvin report made June 1. The figure of 679,066,000 bu. is compared with 734,995,000 bu. last year and a 10-year average for 1946-55 of 862,471,000 bu. The June to July decrease is accounted for by the heavy prolonged rainfall in the Southwest and the estimated deterioration of the crop. Although bullish market pressure is likely to develop later, probably with indirect effects on flour prices for now, the decrease has been considerably discounted already.

## Spring Wheat Estimate Up

Persistent rains in the spring wheat regions have been of considerable value in pushing along crops, in contrast to the moisture damage in the Southwest. So well has the crop progressed that the June 1 production estimate of 217,545,000 bu. by private sources has been increased as of July 1 to 239,738,000 bu.

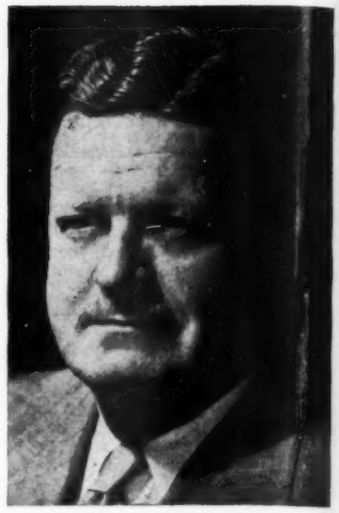
—BREAD IS THE STAFF OF LIFE—

## Bromm Baking Co. Sale Announced

RICHMOND, VA.—Controlling interest in the Bromm Baking Co., established here immediately after the Civil War, has been bought by three men, two of whom are associated with a Norfolk bakery. The sales price was not divulged.

Ralph Ward and Everett Tuttle, both associated with Merchants Bakery in Norfolk, and Sam Tobe, formerly with a bakery in Tampa, Fla., bought controlling interest in the firm. W. G. Adams was Bromm's president.

Mr. Tobe, new vice president and general manager, said Mr. Adams will continue in an advisory capacity. A new president has not been chosen. Mr. Tobe said the new owners anticipate no other personnel changes.



Jerome F. McCarthy

## J. F. McCarthy Takes Over Ownership of Wm. E. Derrick, Inc.

NEW YORK—Jerome F. McCarthy has assumed the ownership and management of Wm. E. Derrick, Inc., specializing in bulk ingredients for the food industry. Mr. McCarthy, formerly vice president of Doughnut Corporation of America (now DCA Food Industries), resigned from that company July 1, 1956 to organize J. F. McCarthy Co. This business will now be combined with the Derrick organization.

The Derrick staff will remain intact and the office will continue to be located at 60 E. 42nd Street, New York 17, N.Y.

The officers of Wm. E. Derrick, Inc. are as follows: Jerome F. McCarthy, president and treasurer; Marion C. Derrick, vice president; Miller D. Derrick, vice president; Alma V. McCarthy, secretary, and Mary V. Kelly, assistant secretary.

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## Paul W. Fleischmann, Standard Brands Executive, Dies

NEW YORK—Paul W. Fleischmann, 80, former vice-president and a director of Standard Brands, Inc., died June 26 at his home in New York.

Born in Germantown, Pa., Mr. Fleischmann started his business career as an employee of the Fleischmann Co. in 1894. He became manager of the company's yeast plant at Baltimore and later in Chicago.

Mr. Fleischmann returned to New York in 1918 as a director and vice-president in charge of manufacturing. When the company merged with Standard Brands in 1929, he continued as vice-president in charge of manufacturing. In 1937, he became first vice-president and a director. He retired in 1941.

—BREAD IS THE STAFF OF LIFE—

## Oliver Gilliam Joins Ekco Sales Staff

CHICAGO—Oliver F. Gilliam has joined the sales staff of Ekco Engineering Co., it has been announced by T. A. Dillon, president.

Mr. Gilliam, former national sales manager of the bakery division of Wilson & Co., is presently taking part in a special training and indoctrination program at Ekco's Chicago plant.

# Summary of Flour Quotations

July 9 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

| | Chicago | Minneapolis | Kans. City | $St. Louis | Buffalo |
|---|---|---|---|---|---|
| Spring top patent | 6.03@6.35 | ...@... | ...@... | ...@... | 6.82@7.02 |
| Spring high gluten | ...@... | 6.28@6.39 | ...@... | ...@... | ...@... |
| Spring short | ...@... | 5.93@6.04 | ...@... | ...@6.75 | 6.47@6.67 |
| Spring standard | 5.93@6.25 | 5.83@5.94 | ...@... | ...@6.65 | 6.37@6.62 |
| Spring straight | ...@... | ...@... | ...@... | ...@... | ...@6.57 |
| Spring first clear | 5.60@5.90 | 5.48@5.83 | ...@... | ...@6.50 | 5.92@6.24 |
| Hard winter short | 5.88@6.15 | ...@... | 5.70@5.80 | ...@6.20 | 6.51@6.70 |
| Hard winter standard | 5.78@6.05 | ...@... | 5.60@5.70 | ...@6.05 | 6.36@6.60 |
| Hard winter first clear | 5.28@5.90 | ...@... | 4.50@4.95 | ...@5.40 | ...@6.06 |
| Soft winter short patent | 6.66@7.00 | ...@... | ...@... | ...@... | 7.73@8.08 |
| Soft winter standard | ...@6.05 | ...@... | ...@... | ...@... | 7.03@7.38 |
| Soft winter straight | ...@... | ...@... | ...@... | ...@5.65 | 5.70@6.08 |
| Soft winter first clear | 4.77@5.35 | ...@... | ...@... | ...@5.35 | 4.77@5.23 |
| Rye flour, white | 5.00@5.07 | 4.70@4.81 | ...@... | ...@4.84 | 5.40@5.64 |
| Rye flour, dark | 4.25@4.32 | 3.95@4.06 | ...@... | ...@4.09 | 4.65@4.89 |

| | New York | Phila. | Boston | Pittsburgh | *New Orl. |
|---|---|---|---|---|---|
| Spring high gluten | 7.08@7.18 | 7.25@7.35 | 7.21@7.31 | 7.03@7.32 | 6.90@7.10 |
| Spring short | 6.73@6.83 | 6.90@7.00 | 6.86@6.96 | 6.68@6.92 | 6.65@6.85 |
| Spring standard | 6.63@6.73 | 6.80@6.90 | 6.76@6.86 | 6.58@6.82 | 6.45@6.65 |
| Spring first clear | 6.20@6.40 | 6.70@6.80 | 6.22@6.42 | 6.25@6.55 | 5.95@6.25 |
| Hard winter short | 6.57@6.67 | 6.40@6.50 | 6.65@6.75 | 6.42@6.72 | 6.10@6.25 |
| Hard winter standard | 6.42@6.52 | 6.30@6.40 | 6.50@6.60 | 6.32@6.62 | 5.95@6.10 |
| Hard winter first clear | ...@... | ...@... | ...@... | ...@... | 5.30@5.60 |
| Soft winter short patent | ...@... | ...@... | ...@... | ...@... | 5.70@6.05 |
| Soft winter straight | ...@... | ...@... | 5.67@6.07 | ...@... | 5.30@5.60 |
| Soft winter first clear | ...@... | ...@... | ...@... | ...@... | 4.70@5.15 |
| Rye flour, white | 5.45@5.60 | 5.50@5.60 | ...@... | 5.40@5.50 | ...@... |
| Rye flour, dark | ...@... | ...@... | ...@... | 4.65@4.80 | ...@... |




Theme of the 1957 Convention of the AMERICAN BAKERS ASSOCIATION
October 19 - 23 Sherman Hotel, Chicago, Ill.
ABA's Sixtieth Year

## American Bakers Assn. Selects 1957 Theme

CHICAGO—The 1957 convention of the American Bakers Assn. will be built around the theme "Long Range Planning."

Approval of the keynote theme has been announced by the ABA convention committee headed by Jake Golman, Oak Cliff Baking Co., Dallas, Texas, ABA second vice president. The convention will be held at the Hotel Sherman, Chicago, Oct. 19-23, and will mark ABA's sixtieth year.

General convention sessions and the branch meeting programs will feature discussions centered on the "Long Range Planning—Key to the Future."

"All of us realize the importance of planning ahead whether it be in business or for our own personal welfare," Roy Nafziger, Interstate Bakeries Corp., Kansas City, ABA chairman, said in discussing the convention theme. "While the baking industry has grown steadily throughout the preceding years, we cannot afford to sit back now and coast on past achievements.

"Bakers can derive benefits from the well-tailored program arranged by the convention committee only through active participation. We hope every baker will make plans to be on hand in Chicago in October when the convention is called to order."

## Mrs. Bairds Announces Promotions

DALLAS, TEXAS — Several high level promotions at Mrs. Bairds Bakeries have been announced. William D. Baird, formerly executive vice president, has been appointed as assistant to W. Hoyt Baird, president. Mr. Baird will continue to head production for all of the company's plants in addition to his new duties.

B. J. Barr, who has served as vice president and general manager of Mrs. Bairds Houston bakery since 1938, has been named executive vice president. Mr. Barr is a bakery sales executive with more than 40 years' experience.

Vernon Baird, Ft. Worth, has been named general sales manager of Mrs. Bairds five bakeries. He has served as vice president and general manager of the firm's Ft. Worth plant since 1954 and will continue in that capacity along with his sales duties.

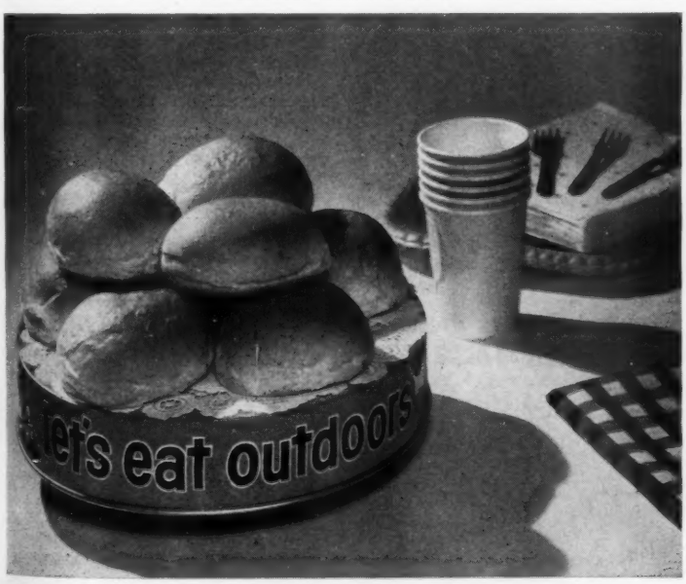
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Clayton Baird, manager of the Houston plant of Mrs. Bairds Bakeries, has announced four promotions. John Smith, formerly sales manager, has been appointed sales director for Houston. Juddy Helcamp, formerly divisional sales manager, has been promoted to city sales manager. Jack May, also a divisional sales manager, has been promoted to country sales manager outside Houston. George Arnold has been promoted from the bakery's wrapping and shipping departments to a position as plant superintendent at Houston.

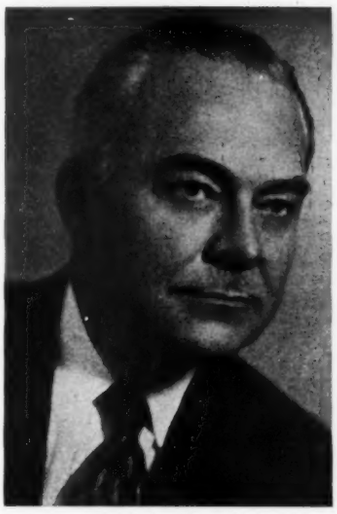
—BREAD IS THE STAFF OF LIFE—

### BROKER NAMED

NEW YORK—The Knickerbocker Mills Company, 601 W. 26th St., New York, has appointed the Stark Brokerage Co., 1100 East Parkway, S., Memphis, as its broker in Tennessee, Arkansas and Mississippi for its complete line of spices for the baking, meat and food processing trades.




**DISPLAY PIECE—An eye-catching deluxe turntable display piece is now being offered to bakers by Pillsbury Mills, Inc., Minneapolis. Ten inches in diameter, the electrically driven turntable will carry up to 5 lb. and can be used to display cakes, cookies, breads and other items. A detachable "Let's Eat Outdoors" band is designed to tie-in closely with the American Bakers Assn's. current "July is Picnic Month" promotion. As other merchandising opportunities develop, additional bands will be made available featuring specialty foods or seasonal messages.**



J. Paul Bryant



Harry W. Green

**PROMOTIONS ANNOUNCED—J. Paul Bryant, vice president, has been promoted to assistant general sales manager of Standard Brands, Inc. Mr. Bryant joined the firm in Dallas, Texas, in 1924, and for 33 years has been associated with company sales. Elected a vice president in 1950, he was formerly in charge of the Fleischmann Division. Harry W. Green, formerly vice president and assistant manager of the Fleischmann Division, has been promoted to vice president in charge of that division. Mr. Green is a native of Detroit, and has spent 31 years of service with the Standard Brands organization.**

## Walter M. Wingate Named to Sales Post By Russell-Miller

MINNEAPOLIS — The appointment of Walter M. Wingate as assistant sales manager of the bakery flour division of Russell-Miller Milling Co., Minneapolis, has been announced by W. R. Heegaard.

For the past two and a half years, Mr. Wingate has been sales assistant to B. Frank Morris, vice president of the company's bakery flour division. Mr. Wingate started with the company in 1948 as a sales clerk in the Minneapolis headquarters. Two years later, he was assigned to field selling in the Chicago metropolitan area until 1952 when he was transferred in a similar capacity to New York City where he remained until he returned to Minneapolis in January, 1955.

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## Bakers Cooperative Elects Directors

CHICAGO — The second annual general managers' conference of the W. E. Long Co., Independent Bakers Cooperative, was held recently and resulted in the election of directors and officers for the coming year. Elected as directors were: C. Frank Summy, Jr., Gunzenhauser Bakery, Inc., Lancaster, Pa.; J. P. Cash, Fuchs Baking Co., Miami, Fla.; William F. Cotton, Cotton Bros. Baking Co., Alexandria, La.; Bruno H. Petersen, John J. Nissen Baking Co., Portland, Maine; Joseph E. Franz, United States Bakery, Portland, Ore.; Louis Garttner, Gardner Baking Co., Madison, Wis.; C. J. Downing, Old Homestead Bread Co., Denver; William Trammell, Holsum Baking Co., Harlingen, Texas, and John H. Way, Way Baking Co., Jackson, Mich.

Mr. Summy was reelected as president; Mr. Cash as vice president, Mr. Garttner as secretary-treasurer, Elmer E. Hanson as general manager, and Glenn W. Marshall as assistant secretary-treasurer.

## Herbert H. Wurtz Retires as Flour Buyer for Kroger

CINCINNATI — The retirement of Herbert H. Wurtz as flour buyer for the baked foods manufacturing division of the Kroger Co. in July concludes a career in the flour business which was started 45 years ago. Flour buying will now be handled by Robert E. Graves, who is in charge of purchasing for the retail food firm's bakery manufacturing division.

Immediate plans for the future include a trip to Hawaii for Mr. and Mrs. Wurtz and extended annual vacations in Florida. Next year's agenda includes Europe for the Wurtzes.



**HONORED — William M. Clemens (left) recently received an honorary degree of Doctor of Laws from the Most Reverend Leo Binz, D.D., archbishop of Dubuque and chancellor of Clarke College, Dubuque, Iowa. Mr. Clemens is president of Trausch Baking Co. of Dubuque and treasurer of the American Bakers Assn. Mr. Clemens was elected a lay advisory board member of Clarke College.**

# "Management for Profit" Theme of Second Annual General Managers Conference

CHICAGO—Representatives of independent wholesale bakers throughout the U.S. and Canada attended the second annual general managers conference sponsored by the W. E. Long Co.-Independent Bakers' Cooperative at the Edgewater Beach Hotel, Chicago, during the week of June 17.

E. E. Hanson, general manager of the cooperative, in his welcoming address pointed out weaknesses in the highly competitive baking industry today, while setting the conference theme "Management for Profit." He pointed out the great responsibility of leadership by management and called attention to the fact that many key men were not adequately trained to administer their responsibilities, primarily because there was still too much "one man organization" in the baking industry.

Mr. Hanson touched upon the narrowing profit margins and the high break-even point in the industry, and stated that more evidence of managements' need to grow can be seen in the area of planning. Mr. Hanson said: "I believe we have come to the point where we must realize that a planned investment in new ideas is just as important to a business . . . or an industry . . . as planned investment in new, more efficient plants and equipment."

Staff and member executives discussed the following subjects as aids to modern plant management and aggressive market domination. "The Business of Business Is Profit," Arch T. Downie; "Profitable Engineering," Edward Van Poolen; "Scheduling for Profit," Frank Dart; "Is the Use of Miscellaneous Ingredients in Bread Overdone?" Rowland J. Clark; "Insurance for Profit," Clay Lundquist; "Purchasing for Profit," Henry G. Mergener; "A Scientific Selection Program for Bakery Route Salesmen," Cesar Medina, Holsum Bakery, Tampa, Fla.; "Can Our Distribution System Be More Effective?" J. A. Smith; "Are You Following a Compass?" Dan O'Connell.

"Marketing for Profit," a panel discussion, pointed out the importance of modern marketing, packaging, merchandising and advertising trends necessary in the food manufacturers' fight for survival and progression. The panel was conducted by William L. Goodman, director of advertising for the cooperative. Panel members were: James L. Rankin, vice president of Pillsbury Mills, Inc.; Henry Schumacher, merchandising service manager of Swift & Co., and Richard H. Hehman, director of marketing, Pabst Brewing Co.

The annual business meeting, presided over by C. Frank Summy, Jr., Gunzenhauser Bakery, Inc., Lancaster, Pa., president of the cooperative, ended the conference. New directors elected were: Mr. Summy, Jr., J. P. Cash, Fuchs Baking Co., S. Miami, Fla.; William F. Cotton, Cotton Bros. Baking Co., Alexandria, La.; Bruno H. Petersen, John J. Nissen Baking Co., Portland, Maine; Joseph E. Franz, United States Bakery, Portland; Louis Garttner, Gardner Baking Co., Madison, Wis.; C. J. Downing, Old Homestead Bread Co., Denver, Colo.; William Trammell, Holsum Baking Co., Harlingen, Texas, and John H. Way, Way Baking Co., Jackson, Mich.

The following were elected to office: Mr. Summy, re-elected president; Mr. Cash, vice president; Mr. Garttner, secretary-treasurer; Elmer E. Hanson, W. E. Long Co., IBC, general manager; Glenn W. Marshall, W. E. Long Co., IBC, assistant secretary-treasurer.

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### L. G. HATHAWAY

BOSTON — Lester G. Hathaway, retired head of Hathaway Bakeries of Cambridge, Mass., died July 3 in Kennebunk, Maine. He was 79 years of age and had severed his connection with the baking company earlier.




**350-LB. GIFT—It appears at first glance as though the students of Oklahoma School of Baking, Okmulgee, Okla., are giving away a good share of the state, as a cake that is. This 350-lb. delicacy was prepared by the students as a present for the Oklahoma Press Assn., and was given to Western Hills Lodge upon completion of the lodge's first year of successful operation. In the picture are Richard Lamm, instructor; Joseph Miazga Cahoes, N.Y., and Joseph Gregory, San Francisco, both students.**



**M. W. Fields**

# Staff Changes Announced by Virginia Firm

RICHMOND, VA.—A number of changes in management have been made by Virginia Holsum Bakeries, Inc., part of a reorganization program, according to M. W. Fields, president. Changes were announced at a recent staff meeting, and resulted in the following alignment of positions and responsibilities:

Charles H. Dutton, general manager; W. E. Lucas, manager, Virginia Holsum Bakeries, Inc., plant; James Thompson, manager, Spalding Baking Co. plant; Mrs. Fay S. Doome, purchasing; Miss Rose Cook, office manager, Spalding Baking Co. plant; Miss Ellen McCormick, office manager, Virginia Holsum Bakeries plant; John E. Swift, sales manager, Southern Division; Robert L. Marshall, sales manager, Northern Division; Frank Lacy, manager, Roanoke Division; Marvin Jones, route supervisor, Roanoke Division; Fred Chapman, manager, Fredericksburg Division; Clarence Long, route supervisor, Fredericksburg Division; Wilson Calhoun, manager, Charlottesville Division; William Thomas, manager, Lynchburg Division; Joseph Altaffer, manager, Staunton Division; Edward Wilt, manager, Harrisonburg Division; Carl L. Dunaway, personnel manager.

In announcing the assignments, Mr.

(Turn to **CHANGES** on page 52)

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## Missouri Bakers Plan Outing Sept. 16-18

KANSAS CITY—The 1957 annual fall outing of the Missouri Bakers Assn. will take place at Hotel Taneycomo, Rockaway Beach, Mo., Sept. 16-18, according to an announcement by George H. Buford, Flour Mills of America, Inc., secretary.

Principal speaker at the meeting will be Sam Schneider, of Tulsa, a professional speaker who will discuss sales problems on Sept. 17. The following morning, there will be a business meeting under the chairmanship of Dave Newsam, Hammon Baking Co., Jefferson City, Mo., association president. Otherwise, the three-day program will be devoted to relaxation and recreation in the resort area nearby.

## Louis Gardner Jr., Baking Executive And Mother Killed

MADISON, WIS.—Louis L. Gardner, Jr., president of the Gardner Baking Co. of Madison and his mother, Mrs. Louis Garttner, were found dead in the wreckage of his light plane near Baraboo, Wis., about 3:30 a.m. June 25. They had left for Redwood Falls, Minn., early June 24 and were declared missing late in the day.

Mrs. Garttner annually visited Redwood Falls to put flowers on the graves of relatives, and this was the purpose of the flight. Authorities believe the crash may have been caused by the plane becoming lost in clouds over the rugged Baraboo area.

Mr. Gardner is survived by his wife and two children and his father, Louis Garttner, who was on a fishing trip in northwestern Wisconsin at the time of the accident.

Mrs. Garttner, 69, was a former resident of Redwood Falls, and had come there annually, usually during the peony season, by automobile. The trip during which the crash occurred was her first flight.

Louis Garttner operated a bakery in Sleepy Eye, Minn., during World War I and gained considerable prominence as a bakery chemist.

—BREAD IS THE STAFF OF LIFE—

## New York Bakers Attend Outing

NEW YORK — John J. Bennett, National Yeast Corp., was host to the recent outdoor meeting of approximately 80 members and guests of the Bakers Club, Inc., of New York, at the Ridgewood (N.J.) Country Club.

E. L. Timberman, Continental Baking Co., president, presided.

In the absence of W. J. Stockman, chairman of the golf committee, P. S. Lord, Standard Brands, Inc., vice president, presented prizes as follows: **Class A:** 1st prize, K. B. Goldman, National Yeast Corp.; 2nd prize, C. F. Karkalits, Jr., Hoffmann-LaRoche, Inc.; **Class B:** 1st prize, R. W. Wolfe, Durkee Famous Foods; 2nd prize, J. Wheeler, Bakers Review; **Class C:** 1st prize, there was a tie between F. J. Torrens, Bergy Materials, Inc., and J. M. Nouss, Anheuser-Busch, Inc. Mr. Nouss emerged the winner; 2nd prize, F. J. Torrens.

The kickers' prize for members was won by J. A. Repetti, King Midas Flour Mills, and the guest prize by N. Pearsall, guest of B. S. Budny, Spaulding Bakeries, Inc. The set of golf irons was won by G. A. Kihn, American Machine & Foundry Co., and the dinner prize by Mr. Torrens.

C. W. Webster, Bakers Review, chairman of the membership committee, presented the following applications for membership which were approved: Mel Hurlbut, Marathon Corp., New York City, and Howard Kopet, Yum Yum Baking Co., Inc., Brooklyn.

—BREAD IS THE STAFF OF LIFE—

### AGENCY APPOINTED

The Shortening Corporation of America, Jersey City, N.J., has appointed Roy S. Durstine, Inc., as its advertising agency, effective immediately. The announcement was made by John G. Duetsch, sales director. The company manufactures a complete line of hydrogenated fats and oils for use by food manufacturers and bakeries.

# Faris Russell Resigns From Ward Baking

NEW YORK — Faris R. Russell, chairman of the board of the Ward Baking Co., has announced his resignation effective June 30. Mr. Russell was elected chairman in 1941. He was president from April, 1956, until January, 1957. He will continue on the board of directors and will serve the company in a consulting capacity.

R. Arnold Jackson, formerly executive vice president, who was elected president following his nomination by Mr. Russell in January, becomes the chief executive and operating officer of the company July 1.

The retiring chairman briefly summarized the history of the company during the 16 years he held office. Sales increased from approximately $33,000,000 in 1940 to more than $100,000,000 in 1956. Dividends of $21,219,000 were paid and earnings of $12,800,000 were retained in the business. During this period the company invested $30,600,000 in plant property and equipment, including the establishment of new plants in Tampa, Fla.; New Orleans, La.; High Point and Rocky Mount, N. C., and White River Junction, Vt.

In 1945, under Mr. Russell's direction, Ward reorganized its financial structure. A long-term indebtedness of approximately $6,300,000 was financed. This indebtedness had been reduced to $3,700,000 at the end of 1956. The original capital structure, consisting of preferred and class A and class B common stock, was corrected. At the same time, existing dividend arrearages of approximately $15,000,000 on the previously outstanding preferred stock were eliminated. Today, after the retirement of nearly 8,000 shares of preferred stock, the outstanding stock consists of 56,659 preferred shares and 819,202 common shares. Total shareholders' equity on Dec. 31, 1956, was $21,320,178.

Mr. Russell said that the mid-year report to be released in July will show a considerable improvement in sales and net profit as contrasted with the first six months of 1956. He expressed continued confidence in the future outlook, saying that management changes already in effect, including the appointment of regional managers, are providing economies and efficiencies which will be reflected in future operating statements.

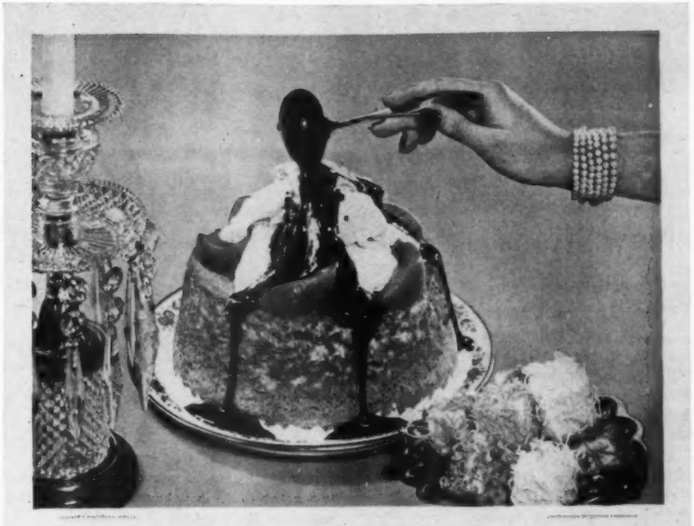
—BREAD IS THE STAFF OF LIFE—

# Officers Reelected By Bay State

WINONA, MINN. — Stockholders of the Bay State Milling Co. held their annual meeting recently and reelected all directors and officers to head the firm for the coming year.

Paul T. Rothwell was reelected president, G. E. Kelly, executive vice president; Jerome Preston, treasurer; R. R. Brotherton, vice president in charge of production; Paul B. Miner, vice president in charge of sales; and David F. Wynne, secretary.

Directors appointed Mr. Brotherton and Mr. Miner as co-managers, Mr. Wynne as assistant treasurer and controller, and Bernard J. Rothwell as second executive assistant to the president and assistant secretary. A. M. Goergen was appointed assistant secretary.




**SUMMER SALES APPEAL—Pictured above is one of the full-color posters being distributed by the Fleischmann Division of Standard Brands Inc., to U.S. bakers as Fleischmann's "Summer Sell-o-Rama" kit for angel food cakes. The poster is 18 by 20 in. and can be used alone or surrounded by four smaller posters which also come with the kit. The memo at the bottom reminds bakers that "now is the time to sell angel food cakes because the price is right and the time is ripe!"**

# Pillsbury to Locate Distribution Center At Memphis

MEMPHIS — Pillsbury Mills, Inc., will locate its Southern Distribution Center here, it has been announced by Robert J. Keith, executive vice president.

At the same time Mr. Keith announced the appointment of Eugene H. Mulrooney, a lifetime Memphian, as Southern distribution manager, and Francis E. Scrivner to take charge of distribution of bakery products. Mr. Mulrooney was formerly credit and office manager in the Memphis grocery products branch office at 321 West Trigg. He has been with Pillsbury 14 years. Mr. Scrivner formerly was administrative assistant to the vice president of the bakery products division at Minneapolis.

W. G. Harris will continue as manager of the South Central region's grocery products division and Thomas J. Gatti as manager of the Memphis grocery products branch, both with offices here.

Pillsbury will have 46 employees and an annual payroll of around $250,000 in its Southern Distribution Center, which will occupy the entire fifth floor of the 1420 Union Building. The center will move into its offices early in July.

Plans were revealed during the South Central grocery product sales meeting at the Hotel Peabody, attended by about 65 from eight states. Mr. Keith said that the distribution center is in line with the food industry's effort to concentrate on improving distribution methods.

The company's large warehouse on West Trigg will become a carlot distribution facility, serving West Tennessee, Southwest Kentucky, North Mississippi, East Arkansas and Northeast Louisiana.

—BREAD IS THE STAFF OF LIFE—



G. R. Grissinger A. F. Johnston

**TRANSFERRED — Glenn R. Grissinger, formerly district sales manager, New York office, Read Standard Division of Capitol Products Corp., has been transferred to York, Pa., headquarters of Read Standard, to assist Robert G. Sutherin, vice president in charge of bakery equipment sales. Mr. Grissinger has been in the baking industry for over 16 years and has been associated with production engineering, plant layout and development work. Albert F. Johnston, formerly sales engineer, bakery division, Read Standard, will replace Mr. Grissinger in the New York office. A native of Michigan, Mr. Johnston has been associated with the bakery equipment industry since 1922. He is a member of the Pennsylvania Bakers Assn. and of the Central Pennsylvania Bakers Assn.**

## Pittsburgh Broker, E. M. Peek, Dies

PITTSBURGH—A Pittsburgh flour broker and past president of the Pittsburgh Flour Club, Edward M. Peek, died June 9 in Western Pennsylvania Hospital. He was 64.

Mr. Peek was born in Macon, Ga. In addition to his membership in the Pittsburgh Flour Club, he was a member of Point Breeze Presbyterian Church, the Pittsburgh Athletic Assn., and the Pittsburgh Courtesy Club. He was also a member of Trinity Lodge No. 694 at Little Rock, Ark.

# Hathaway to Close Utica Bakery

UTICA, N.Y.—Hathaway Bakeries, Inc, in a move affecting about 50 persons, mostly bakers, has closed its production department in Utica as of June 21.

Company officials met with officers of Local 141, Bakers and Confectionery Workers, and announced the decision, which had been contemplated for some time, due to declining sales.

Vern Hicks, manager of the local Hathaway plant, emphasized that this move would not affect house deliveries of baked foods, which will be shipped to Utica from Syracuse. He said the Utica production plant will be retained as a loading facility and that Hathaway hopes someday to resume baking there.

Letters have been sent to the employees affected, said Mr. Hicks. He added that over 50% of these, if they choose, will be absorbed into the Syracuse operation.

—BREAD IS THE STAFF OF LIFE—

# Continental Baking Dividend Declared

RYE, N.Y.—The board of directors of Continental Baking Co. has declared the following dividends:

A quarterly dividend of $1.37½ a share on the outstanding $5.50 dividend cumulative preferred stock, payable July 1, 1957, to holders of record of such stock at the close of business June 17, 1957.

A regular quarterly dividend, for the second quarter of the year 1957, of 50¢ a share on the outstanding common stock, payable July 1, 1957, to holders of record of such stock at the close of business June 17, 1957.

—BREAD IS THE STAFF OF LIFE—

# Netherlands Bakers Seek U.S. Contact

NEW YORK—A Rotterdam, Holland, firm of bakers, confectionery and pastry manufacturers has expressed interest in finding a U.S. company interested in establishing a modern bakery in the Netherlands.

The Rotterdam firm is Banketfabriek v/h van Hees. Banketfabriek estimates such a venture would require approximately $100,000 U.S. currency. If a suitable arrangement is made, officials of the Netherlands company will consider outright sale of factory facilities. Details are obtainable by contacting Banketfabriek officials at 143 Zwaanhals, Rotterdam, Amsterdam.

—BREAD IS THE STAFF OF LIFE—

## Pittsburgh Bakers See Demonstration

PITTSBURGH — Frank Sherman, Chapman & Smith, New York City, spoke on the subject, "The Magic Touch" at a recent dinner meeting of the Greater Pittsburgh Production Men's Club at Charlotte Bowers Restaurant.

Mr. Sherman baked a large variety of French doughnuts, coffee cakes, chocolate and glaced doughnuts with new toppings and fillings, which he stated have proved to be money-making summer items for retail bakers.

Paul Hornung, Hornung Bakery, Steubenville, Ohio, club president, presided.

## Formulas for Profit

# Is Competition Wearing You Down?

## Challenge It With New Ideas . . . Quality Products . . . Better Merchandising

**SAND TORTEN (No. 1)**

**Beat together:**
2 lb. whole eggs
1 lb. yolks
1 lb. 12 oz. sugar
Vanilla to suit
**Sift and fold in carefully:**
1 lb. 12 oz. cake flour
**Then stir in carefully:**
1 lb. 4 oz. butter (warm 140-150° F.)

Deposit into torten rings and bake at about 360° F.

**SAND TORTEN (No. 2)**

**Cream together:**
1 lb. butter
1 lb. cake flour
**Stir together:**
1 lb. eggs
1 lb. sugar

Add this gradually to the creamed mass. Then add lemon and vanilla to suit. When thoroughly creamed, fill into torten rings with a large tube in the center. These should be greased and dusted. Bake at about 350° F.

**CHOCOLATE FUDGE PIE**

**Boil to 242° F:**
1 lb. 8 oz. granulated sugar
8 oz. butter
¾ oz. salt
8 oz. water
⅛ oz. cream of tartar
**Cream together, add the hot syrup and mix until smooth:**
5 lb. powdered sugar
1 lb. 4 oz. shortening
6 oz. milk
**Stir in and mix to desired consistency:**
6 oz. milk (variable)
12 oz. melted bitter chocolate
Vanilla to suit

Spread about a ½ in. thickness of the fudge in baked pie shells. Allow to cool. Cover with whipped cream.

**Note:** Sometimes chopped pecans or walnuts are mixed in the fudge before it is placed in the pie shells.

**BABAS AU RUM**

**Mix together:**
1 gallon milk
1 lb. yeast
9 lb. bread flour

Temperature about 78-80° F.

Allow to ferment until the sponge drops.

**Then cream together:**
4 lb. sugar (sucrose or dextrose)
2 lb. shortening
2 lb. butter
3½ oz. salt
**Add gradually:**
3 lb. 8 oz. whole eggs

Then add and mix in the above sponge.

**Add and mix until smooth:**
5 lb. bread flour
3 lb. cake flour
**Then add and mix in:**
12 oz. diced glaced pineapple
12 oz. glaced cherries
12 oz. chopped dates
12 oz. mixed peel (diced)
Grated rind of 2 lemons and 2 oranges

Allow dough to stand for about 15 or twenty min. Deposit into greased Turk-head pans. Allow to proof and bake at about 380° F. When baked and cooled, dip the Babas au Rum into the following syrup and allow to drain.

**Rum Syrup**

**Bring to a boil:**
2 qt. corn syrup
1 qt. water
**Add:**
3 oz. rum

Use syrup while warm; may be reheated.

**SALT STICKS**

**Batter Sponge**

12 lb. flour (high gluten)
10 lb. water
12 oz. yeast
¾ oz. yeast food

Sponge temp. 80°. Sponge time 2 hr., or until it drops.

**Dough**

12 lb. flour (high gluten)
2 lb. 12 oz. water
8 oz. salt
10 oz. sugar
1 lb. 12 oz. shortening or margarine

Dough temp. 80°. To bench 20 min.

**100% RYE BREAD**

**Sponge:**
2 qt. water
4 lb. white rye flour
4 oz. yeast

Temperature 76 to 78° F.
Time, 3½ to 4 hr.
**Dough:**
2 qt. water
6 oz. salt
8 lb. white rye flour
6 oz. shortening

Temperature 80° F.

Take direct from mixer. Scale, round up, allow to stand 5 min., then make up into round loaves. Give very short proof, approximately 10 min.

Wash top of loaf before placing in oven. Dock with a sharp spike or wooden stick once through the middle of the loaf.

Bake in oven temperature of 400° F. for approximately 1 hour.

**Note:** When mixing sponge, mix only sufficiently so that flours are incorporated with the water to the consistency of a firm cupcake batter.

Dough should also be mixed on low speed, and agitated as little as possible.

**PIE DOUGH FORMULA FOR FRIED PIES**

**Formula and mixing method:**

**Scale into a mixing bowl and rub together well between the hands, the same as for regular pie dough:**
4 lb. pastry flour
1 lb. 3 oz. shortening
1½ oz. salt
**Next, make a bay in the center of the mixture and add:**
1 lb. 4 oz. ice cold water

Then mix the whole mass together so that a smooth dough is obtained.

This dough can be used at once, but will produce a better crust if allowed to stand an hour or more in a cool place before using.

This formula produces a delicious, tender crust on the fried pies.

Fried pies are made in a variety of sizes. Those on a 6-in. pie tin are the most popular.

To make up the pies, roll out dough and break off pieces of the desired size so that when rolled out they cover a 6-in. pie tin. Place dough on tin and jar it down into the tin well.

Put in the prepared filling on one half of the dough. Wet edges of the dough and fold other half of the dough on top of the filling. Pat down the sides and trim. These pies are then turned over on a regular doughnut screen and another screen placed on top; they are then placed in hot fat at 380° F. and fried to a nice crusty brown color.

Fried pies should not be cooked at too high a temperature as this will not allow the dough to fry through properly and they will be doughy on the inside.

The filling for fried pies should not be too thin, but thick enough so that it will not run. If filling is too thin there is a tendency for it to leak out, causing trouble during frying.

Fried pies are very popular in many sections of the country. Many bakers have made a specialty of this item and by using quality ingredients, have been able to build a very fine business.

As in regular pies, apple filling seems to be the most popular. Mince, raisin and pineapple also are very good sellers.

**SCOTCH SCONES**

**Mix together:**
1 lb. 4 oz. sugar
1 lb. 8 oz. butter or margarine
1 oz. salt
**Add gradually:**
1 lb. eggs
**Stir in:**
3 lb. 4 oz. milk
**Add:**
8 lb. 8 oz. flour
**Then add and mix into a very soft dough:**
6 oz. yeast dissolved in
1 lb. milk

Dough temperature 78-80° F.
Ferment for about 2 hr.
Divide into 8 oz. pieces and round up.
Proof for about 15 min. and flatten.
Cut into 4 pieces.

Give about ½ proof and bake on a hot plate. When half baked they should be turned over and the baking should be finished.

**PARTY RYE BREAD (Salt) (No. 1)**

**Sponge:**
15 lb. clear flour
9 lb. 8 oz. water
8 oz. yeast
1 oz. yeast food
8 oz. rye culture
8 oz. caraway seed

Temperature 74° F. Fermentation time 3 hr., 30 min.
**Dough:**
10 lb. dark rye flour
5 lb. 8 oz. water (variable)
1 lb. molasses
1 lb. 4 oz. salt
4 oz. shortening

Temperature 78° F.
Floor time, 20 min.

This dough will run through the machines nicely. Make into loaves about 15 in. long and 1½ in. in diameter. In order to retain freshness, loaves should be stored in a refrigerator before serving.

**PARTY RYE BREAD (No. 2)**

25 lb. clear flour
25 lb. medium rye flour
33 lb. water (variable)
1 lb. 8 oz. yeast
2 lb. 8 oz. salt
8 oz. molasses
2 lb. 12 oz. caraway seed
8 oz. yeast food

Dough temperature 82 to 84° F. First punch approximately 3 hr. To the bench 45 min. later. Divide and round up. Rest for 15 to 20 min. Then make into loaves about 15 in. long and 1½ in. in diameter.

Use plenty of steam in the oven. If desired, a coarse salt may be sprin-

## New Ideas Needed to Meet Tough Competition

**The question is heard often these days, "What can the baker do to meet competition that is becoming more intense all the time?" Prepared mixes and a variety of frozen baked foods—or unbaked if the housewife prefers—are making large dents in his sales. This is a problem of no small significance. It is causing worries on the part of many bakers and cannot be denied.**

**It is my opinion that bakers who produce quality products and who have an outstanding merchandising program will continue to stay in business. Those not following the above program will disappear. The handwriting is on the wall for everyone to see.**

**Numerous supermarkets are installing bakery departments that offer terrific competition for the independent baker. Their bakery line is usually complete. They make it easy for the customers to stop and shop in one place.**

**The baker must do something to attract customers to his place of business. He is able to do this by producing a variety of quality products that will satisfy customers. People are still willing to go out of their way to buy products that have appetite appeal.**

**Check the formulas on these pages. There should be some products that you are not now baking. Try them. Have the sales force use suggestive selling. Try sampling. Every effort must be made to make the public conscious of the fact that you are offering something different. Bakers willing to do so will find themselves well repaid. Start today.**

kled on top of the loaves before they are placed in the oven.

To retain freshness, the loaves should be stored in a refrigerator before serving.

### LINZER TORTE

**Cream together:**
2 lb. sugar
2 lb. butter
**Add gradually:**
1 lb. eggs
**Then add:**
2 lb. cake flour
1 lb. cake crumbs
1 lb. finely ground toasted filberts
⅛ oz. cinnamon
¼ oz. salt

Line the bottom and sides of 7 or 8-in. layer-cake pans with the above dough. Place a good raspberry jam about ½ in. thick on top. Place criss-cross strips of dough over the filling. Trim and wash the strips with an egg wash. Bake at about 360° F.

**Note:** Other types of jam may be used to suit customer demands.

### VIENNA ALMOND BARS

Line an 18 x 26-in. bun pan with a light-colored cookie dough.

**Heat together to about 180° F.:**
2 lb. granulated sugar
2 oz. bitter chocolate
2 lb. sliced almonds
1 pt. egg whites

Pour above into the lined bun pan and spread evenly. Bake at about 350° F.

When baked and cooled, cut into bars of desired size.

### SWEET CUSTARD PIES

**Blend together:**
1 lb. 8 oz. milk solids (nonfat)
3 lb. sugar
½ oz. salt
½ oz. nutmeg
**Add:**
1 gal. warm water (120°F.)
**Add and stir together:**
2 lb. eggs
1 oz. pure vanilla

Fill into unbaked deep pie shells.

This formula will make 8 9-in. deep pies.

### NOODLES

7 lb. whole eggs
1 lb. yolks
5 oz. salt
7 oz. shortening
13-13½ lb. high gluten flour

Mix 25 min. at 120 rpm.

Divide into 60 pieces and cover and allow to rest for 15-20 min.

Roll through a sheeter or pie roller 3 times to approximately 18 x 26 in. Fold into strips and cut with a French knife.

Allow to dry on the bench 6 to 8 hours.

### SEVEN LAYER CAKE

**Cream together:**
3 lb. 8 oz. sugar
2 lb. butter
1 lb. 8 oz. shortening
½ oz. salt
Vanilla to suit
**Add gradually:**
3 lb. 8 oz. eggs
**Sift together, add and mix until smooth:**
3 lb. 8 oz. cake flour
⅝ oz. baking powder

Deposit 2 lb. batter on paper lined 18 x 25-in. bun pans. Spread out evenly.

Bake carefully, as thin sheets will easily over-bake.

When baked and cooled, spread jelly or butter-cream icing between the sheets. After the seven sheets have been placed on top of each other, cut into pieces of desired size. Then sift powdered sugar on top.

If desired, the cakes may be iced with a thin fondant icing or covered with a jelly or jam.

### SCOTCH SHORT BREAD

**Cream together:**
12 oz. powdered sugar
1 lb. butter
**Add gradually:**
6 oz. eggs
Vanilla to suit
**Then mix in until smooth:**
2 lb. cake flour

Make up either by hand or by the use of molds which may be purchased from supply house. Bake at about 380° F.

### MOLASSES CRUMB PIES

**Mix together:**
2 lb. 8 oz. granulated sugar
1 lb. 4 oz. brown sugar
¼ oz. cinnamon
4 oz. butter
4 oz. shortening
1 oz. salt
**Add gradually:**
2 lb. whole eggs
1 lb. 4 oz. molasses
2 lb. corn syrup
12 oz. honey
**Mix together and stir in thoroughly:**
1 lb. 4 oz. milk
1 lb. graham cracker crumbs
1 lb. light cake crumbs

Pour mixture into unbaked shells and bake at about 380-400° F.

### BLACK RYE BREAD

**Sponge:**
3 lb. dark rye flour
12 lb. first clear flour
9 lb. 8 oz. water
8 oz. yeast

Temperature 76° F.
Fermentation time: 3 hr. 30 min.

**Dough:**
2 lb. dark rye flour
8 lb. first clear flour
8 lb. water (variable)
8 oz. salt
8 oz. sugar
1 lb. 8 oz. shortening
12 oz. caramel color (depending on strength)
Black vegetable color

Dough temperature 78° F. To the bench 15 min. later.

### BUTTER BISCUITS

9 lb. flour
6 lb. water (variable)
8 oz. yeast
3 oz. salt
13 oz. milk solids (nonfat)
1 lb. 2 oz. shortening
1 lb. 2 oz. butter

**Method:** Mix dough in regular standard order. Temperature 80°. First punch 1 hour, bench 15 min.

On taking to bench, roll dough in a rectangular shape until about ¼ in. in thickness. Wash entire surface with melted butter and give dough a four-fold. Let rest about 5 min. and repeat with a four-fold. Let dough rest about 5 min. more and roll out until about ½ in. in thickness. Cut with a 2-in. round cutter and place eight dozen in an 18 x 26 roll pan. Give light proof and bake in oven at 410° F.



A. J. Vander Voort

## A. J. Vander Voort

**. . . . technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 43) and the Do You Know feature (see page 24), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.**

### SALT STICKS

15 lb. flour (high gluten)
8 lb. water (variable)
2 oz. yeast
¼ oz. yeast food
½ oz. malt
2½ oz. salt
2 lb. 8 oz. butter or margarine

Dough temperature 80-82° F. First rise approximately 2 hr. To the bench 1 hr.

### THIMBLES

**Without Sugar**

1 lb. flour
4 oz. starch
4 eggs
1 pint milk
¼ oz. salt

**With Sugar**

Add 1 oz sugar to above formula

Mix into a smooth batter, fry on thimble irons.

Thimbles for serving vegetables should not contain sugar.

### ONION RINGS AND HORNS

18 lb. flour (high gluten)
8 lb. 4 oz. water (onion)
9 oz. yeast
4 oz. salt
1 lb. sugar (sucrose or dextrose)
4 oz. milk solids (nonfat)
12 oz. eggs.
8 oz. vegetable oil
1 lb. dehydrated onions

Mix together the sugar, salt, milk solids, eggs and oil; then add 6 lb. water. Dissolve yeast in the other 2 lb. 4 oz. water. Add flour and then the yeast solution. Mix until a smooth dough is obtained.

Dough temperature about 75° F. Allow one full rise, about 2½ hr. Punch and allow to rest for about 20 min. and then take to the bench.

For onion rings, roll the dough out like cinnamon rolls. Wash dough with water that is slightly salty and then sprinkle soaked onions on this evenly. Roll up and cut into pieces about 1 in. thick. Place 2 doz. pieces on a bun pan and wash with water and sprinkle poppy seed or a caraway and salt mixture on top. Allow to proof and bake at about 400° F., using steam in the oven.

For onion horns, scale off the dough into pieces weighing 5 lb. 12 oz.. Allow to rest for about 15 min. and then cut with a bun press. Separate the pieces. Allow them to rise a little and then roll out as if for crescents. Dip the rolled-out piece of dough in the onions and then makeup like crescents with water and sprinkle with caraway and salt mixture or poppy seed. Place on pans and allow to proof. Bake at about 400° F., using steam in the oven.

**Note:** Soak the dehydrated onions in 1 gal. water for several hours. Drain the excess water from the onions and add enough water to it to make up the water required for the dough. Use soaked onions for the filling in the rolls.

### APPLE STRUDEL DOUGH

**Sift together:**
3 lb. bread flour
1½ oz. powdered sugar
⅜ oz. salt
⅛ oz. cream of tartar
**Add:**
1 lb. 8 oz. lukewarm water
9 oz. vegetable oil

This dough should be well mixed to become elastic. Allow to rest for about 20 min. Keep dough covered with a damp cloth. Brush a liberal quantity of oil on the bench, place dough on this and pull out very care-



fully. Give dough a little rest during the stretching process.

Pull carefully so as not to tear the dough. After a period of time, the dough may be stretched as thin as paper. It may then be filled and rolled, similar to rolling a jelly roll. Place on lightly greased pans. Wash with an egg wash and bake carefully at about 360° F.

**Note:** Do not have the filling too moist, or strudel will be soggy.

**Strudel Filling**

The baking of apple strudel should be done carefully. It takes quite a while to bake through. When not properly baked, it will be soggy and raw in the center.

**Mix together:**

4 lb. fine chopped apples
1 lb. seedless raisins
1 lb. 8 oz. sugar
½ oz. salt
¼ oz. cinnamon
12 oz. macaroon coconut
4 oz. fine ground citron
8 oz. fine chopped pecans
4 oz. fine chopped glaced cherries

Variations may be made in this formula by increasing or decreasing the various ingredients.

**PIZZA PIE**

**Dough mixture:**

7 lb. bread flour
2 oz. yeast
2 oz. salt
4 lb. water

Give two punches.

After dough has fermented, scale off and cover the bottom of a bun pan. This will require about 2 to 2½ lb. of dough.

Spread olive oil over the top. Not too heavy.

Then cover with grated Italian cheese.

Cover with tomato paste. If canned tomatoes are used, do not use the juice, and squeeze tomatoes over the top, pressing down into dough with the fingers.

Sprinkle salt and pepper over the tomatoes.

Repeat the olive and cheese procedure. Do not cover too heavily with cheese.

If desired, two small cans of anchovies may be spread over the top. Anchovies should be broken into small pieces.

Italian sausage, broken into small pieces, may be used instead of anchovies. Do not use the skin.

To make real Italian Pizza, a small amount of Italian ground red pepper should be sprinkled on top.

Bake at 380° F.

**ONION WHITE BREAD**

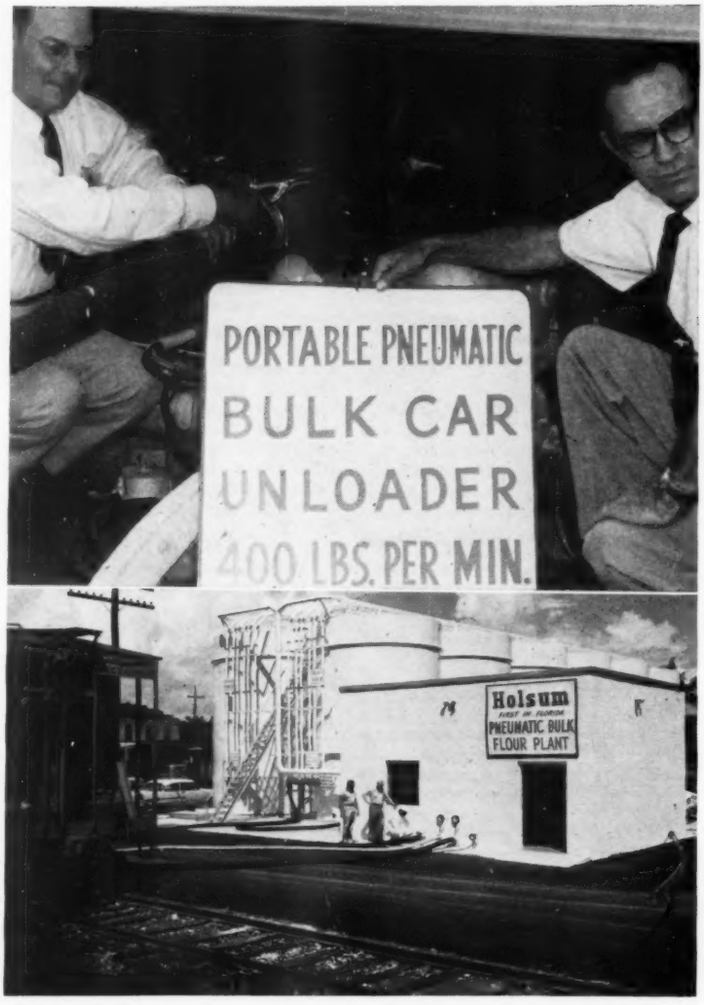
50 lb. flour
36 oz. water (variable)
1 lb. 2 oz. yeast
1 lb. 2 oz. salt
3 lb. sugar (sucrose or dextrose)
3 lb. milk solids (nonfat)
3 oz. yeast food
8 oz. malt
2 lb. shortening
2-2½ lb. dehydrated onions soaked for about one hour in 6-8 lb. of the above water

Dough temperature 78° F.
Ferment for about 2 hr. 30 min.
Scale and make up.

——BREAD IS THE STAFF OF LIFE——

## Bakers Club Outing

PHILADELPHIA—Members of the Bakers Club of Philadelphia, their wives and families, will attend an outing at the Galen Hall Hotel and Country Club, Wernersville, Pa., Sept. 13-15. Entertainment and recreation will include golf, swimming, tennis, floor shows and dancing.




**BULK FLOUR FOR FLORIDA—In the upper photo J. P. Cash, president of Fuchs Baking Co., is shown at the left as he cuts the seal on a new Airslide car at the South Miami bulk plant. At the right in the upper picture is R. E. Chivers, vice president, who planned the installation. The lower photo shows the storage tanks to be used in pumping flour through a tunnel beneath the railroad tracks and the adjoining highway to the bread mixer in the Holsum plant.**

Hard Work, Ingenuity Overcome Obstacles

# Fuchs Baking Installs Bulk Flour Car Unloading System

SOUTH MIAMI, FLA. — The complete installation of an Airslide car unloading system for bulk flour at the Fuchs Baking Co. in South Miami took over two years to finish. One of the obstacles to be overcome was that of distance. The bakery was located on one side of a four-lane highway while the railroad track was on the other. An underground system consisting of an 8-in. cast iron pipe conduit and a 4-in. stainless steel line has been set up on rollers with quick connectors which can be rolled inside the center of the 8-in. pipe. This enables removal of sections of pipe in case of plugging or stoppage.

The plant consists of a dozen 100,000 lb. bulk storage bins, each 16-feet in diameter by 25-feet high. Bins and all piping are located in the open. Unloading of the Airslide car entails use of a Fuller portable unloader with a 25 h. p. Suttor-built blower for unloading and handling the flour. There is a 5 h. p. Suttor blower for operating the Airslide on the car and the portable unloader. The flour is conveyed directly to the bulk bin manifold which consists of Nos. 1 to 6 bin manifolds. The other manifold handles bins 7 to 12. These manifolds consist of 4-in. lines directly to the top of each tank for loading the flour.

The electrical controls for unloading are all automatic and interlocked so that all units must run in unison. The feeder on the unloader is controlled by a "pressuretrol" which is affected by the amount of flour being conveyed through the 4-in. line. A "vaporstat" or low pressure control cuts off the blower after the pressure has dropped and the lines have cleared.

The unloading system is designed so that flexible hose and extensions can be used to unload three individual bulk cars at different positions along the tracks. Plastic tubes are used in various sections of the line to determine the concentration of flour in the lines.

The 4-in. lines filling the bins run from a point approximately 100 ft. from the first tank to over 200 ft. to the last tank.

**Discharging System**

The bin discharging system, for unloading, consists of a 30 h. p. staged blower operating through a 4-in. line which delivers air to the ends of the bins through a three-way valve which returns the air through the Nos. 1 to 6 bins, or through the Nos. 7 to 12. This line comes directly under the bins through an air lock valve at the bottom of the cone of each tank. A selector switch designates the valve that is to operate and deliver the flour to the main bin.

The bulk bins also have an inspection manhole in each tank, and ladders extend down in the tanks for cleaning.

There is also a recirculation feature which enables the operator to transport flour from one bin to another for aerating when necessary.

The flour is then delivered directly under the four-lane highway to the use bins in the plant, a total of approximately 400 ft. Control wires run underground to the plant, and are controlled directly by the operator in the plant. As he needs flour for the different bins, the operator sets a selector switch and pushes a button that starts the operation. "Tektors" on the use bins in the plant cut off the system automatically when the bins are filled.

The system, which was spearheaded and guided throughout its complete installation by R. E. Chivers, vice president, took about two years to complete. It takes about 2½ hours to unload an Airslide car containing 100,000 lb. flour.

——BREAD IS THE STAFF OF LIFE——

## Pillsbury Executive Buys Biltmore Inn

MINNEAPOLIS — Lewis E. Russell, a bakery mix executive with Pillsbury Mills, Inc., has resigned to take over ownership and management of the Biltmore Inn, a dining establishment in the Minneapolis suburbs. His bakery will sell on the premises, and will do some wholesaling.

Mr. Russell was appointed a divisional vice president of Pillsbury Mills in 1945, and took over as director of mix manufacturing in 1949. His association with Pillsbury Mills followed 14 years experience in the food and baking industry, including a period with the Doughnut Corporation of America (now DCA Food Industries, Inc.).



**Lewis E. Russell**

# BLUEPRINT for security...

There is only one blueprint to follow for security . . . only one formula for sales success. And that is a preferred product.

To enable you to consistently produce baked goods that Mrs. Homemaker will buy . . . again and again . . . Midland offers you a choice selection of uniformly milled flours. Midland Flours are milled with the painstaking care and skill of experienced millers. Every known scientific method of testing, checking and re-checking is employed at each step of the milling process to assure uniform, top-quality flours. Naturally, this same care and skill is reflected right in your own shop through trouble-free production of the highest quality baked goods.

Let Midland Flours help put your baked goods on Mrs. Homemaker's "preferred list." It will pay you to use Midland Flour every time.




UNIFORMLY MILLED FLOURS BY

**THE MIDLAND FLOUR MILLING COMPANY**

**NORTH KANSAS CITY, MO.**

# WHAT SELLS BAKED FOODS

NO. 1 IN A SERIES



**DURING THE HARVEST,** experts visit the wheat areas and begin the task of sampling the crop. Each year new varieties are planted and tested under the supervision of leading agricultural colleges and crop improvement g[roups] which Pillsbury helps support. [Pillsbury's] pose—to find the best wheat for [milling] ing into flour. Also, certain *areas* [of quali]ties produce better baking wheat. [Pillsbury] to t




**RESERVOIR OF WHEAT** is maintained in the vast elevator system that covers the wheat producing areas. In elevators like this there is an "inventory" of wheat on hand to assure a supply of every kind of fine, high grade wheat for every kind of flour.

# QUALITY BAKED FO[OD]S

## and at Pillsbur[y] w[ork]

**BLENDING THE WHEAT** is the next step. Most flours are milled from a *combi[na]tion* of wheat types—and establishing the right proportions is a critical part of the milling process. Painstaking analysis by these Pillsbury experts assures the baker of uniform baking characteristics every time. And this uniformity of *ingredients* is helping the bakers of America produce a more uniform *product*. . . *better product* for the American housewife. Modern milling methods have helped the baker build his business and win greater customer acceptance for his prod[uct]

**IN TH**[E] oughly during away, miller ploys consist





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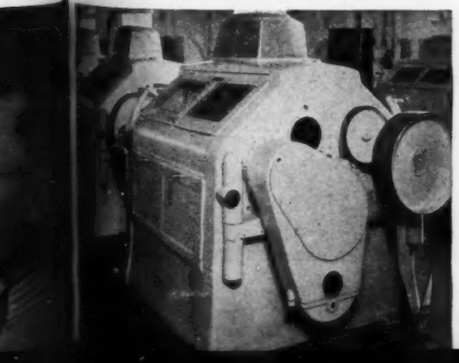
**WHEAT SAMPLES** are rushed to one of Pillsbury's five experimental mills where they are cleaned, tested and milled into flour. The flour is laboratory tested by chemists and finally baked into test loaves of bread. These test reports guide Pillsbury's Grain Buying experts—who purchase wheat from the areas that produce samples with the best baking characteristics.

# FOS START WITH QUALITY WHEAT

## bur wheat selection starts in the field!

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**IN THE MODERN MILL,** wheat is thoroughly cleaned, conditioned and ground . . . during which the coarse elements are sifted away, leaving only the pure, fine flour. The miller of today is a skilled engineer who employs precision equipment to produce a consistently uniform product for the baker.



**END OF THE JOURNEY** . . . where the many months of painstaking analysis, checking and testing pay off! Since the first analysis in the wheat field, *hundreds* of highly skilled Pillsbury people have contributed to the overall job of bringing better, more uniform flour to the baker.



XXXX

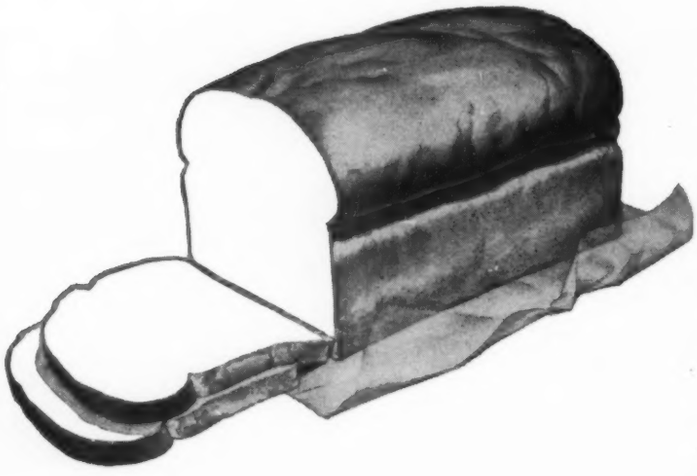
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uniformity because flour uniformity is
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"Bread is the Staff of Life"



GIBRALTAR Flour
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"In the Heart of Kansas"
Wichita, Kansas

# DO YOU KNOW . . . ?

**Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 33 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.**

1. Beet sugar may replace cane sugar in baked foods and no changes in the finished product will be noted.

2. Because soft water has a tendency to soften the gluten in a bread dough, causing it to produce a soft sticky dough, it is recommended that some yeast food be used in the dough.

3. According to government bread standards and definitions, the use of rice flour is prohibited in white bread.

4. The use of low-pressure steam in the oven will produce bread having a larger volume than when no steam is used.

5. In order to make good puff paste products, at least 1 lb. eggs should be used with each 5 lb. flour in the dough.

6. The addition of ice cold water to an angel food mix will produce a more tender cake.

7. Good bread can be made on either a slow or high speed bread mixer.

8. Instead of using flour for rolling out pie crust for pumpkin pies, crushed ginger snaps may be used with good results.

9. At certain times the yolks in whole eggs are very pale in color. As it is against most state laws to use egg color, there is no way to produce a deeper yellow color in yellow layer or sponge cakes.

10. A flour that is low in diastase will produce bread having a large volume.

11. Patty shells made of a meringue mix should be baked at about 225-250°F.

12. When making sour rye bread, from 3 to 4% of sour, based on the weight of the flour, should be used to obtain the best possible flavor.

13. In making raisin bread, the best time to add the raisins is before the flour.

14. In a cookie or cake formula where no salt is mentioned, it is a good idea to figure 1 oz. salt for each 10 lb. dough.

15. Whole wheat flour contains about 2% wheat germ.

16. In a bread dough, when the milk is replaced by buttermilk the fermentation time should be lengthened for best results.

17. Some puff paste margarine is often used in making ice box cookies so that the dough will be easier to handle.

18. When making fruit pies, the fruit filling should be as cold as possible before it is placed in the pies.

19. Salt rising bread should be proofed at 92-95°F.

20. When making banana cream pies, the sliced bananas should be covered at once with cream filling or a glaze of some type.

—BREAD IS THE STAFF OF LIFE—

## NEW VARIETIES

WASHINGTON — Release of four new varieties of sesame, a crop-producing seed for use in bakery foods and confections and as a source of edible oil, has been announced by the U.S. Department of Agriculture and the Texas Agricultural Experiment Station. These varieties include Margo, Blanco and Dulce, shattering types for the specialty seed trade, and Delco, a non-shattering type suitable for oil production.

At least 3,000 tons of whole seed are used annually in the U.S. by bakers and confectioners. Sesame seed oil is used as a salad oil.

**Miner - Hillard Milling Co.**
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

*Quality Millers Since 1879*
**BUFFALO FLOUR**
THE WILLIS NORTON COMPANY
WICHITA, KANSAS

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND.

Fisher's

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.
Domestic and Export Millers
CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 82 Beaver Street, NEW YORK CITY



making next year's celebration a greater success than in 1957.

Enthusiastic reports are still reaching ARBA office from bakers telling of their success with this year's promotion, and offering ideas and suggestions for consideration in connection with next year's celebration.

The interest already exhibited by allied firms in the forthcoming promotion indicates a greater participation by the entire industry, officials said.

—BREAD IS THE STAFF OF LIFE—

### HEAD BAKERS COUNCIL

GREENSBORO, N.C.—Paul C. Jones, Greensboro, has been elected president of the North Carolina Bakers Council. John R. Fox, Wilmington, was elected vice president; A. G. Peeler, Salisbury, treasurer, and Athos Rostan, Shelby, secretary.

—BREAD IS THE STAFF OF LIFE—

### Broker Appointed

CHICAGO—The Kitchens of Sara Lee, Chicago, has appointed Fenwick Pacific Company, 506 Title and Trust Building, Portland, as its broker for the state of Oregon, it was announced by Charles W. Lubin, president of Sara Lee.

Fenwick Pacific will provide sales and service for the fresh-frozen baked products—coffee cake, pound cake, cream cheese cake, and chocolate cake.

—BREAD IS THE STAFF OF LIFE—

### OVEN FIRM EXPANDS

FRANKLIN PARK, ILL.—The Petersen Oven Co. has announced completion of a new building to house its expanding straight-line manufacturing operations. Company officials said that their engineering department facilities and personnel are now doubled, and that a new automatic switchboard and teletype service are being installed to improve customer communication services.




**NOT CALORIES — The Western Waxide Specialty Packaging Division of Crown Zellerbach Corp. has developed a new series of end labels to enlighten calorie-conscious customers of bakers. The new labels explain that the word "enriched" means extra vitamins, not extra calories.**

## Bakers Week Dates Chosen For 1958

CHICAGO—Dates for the 1958 National Retail Bakers Week were selected at a recent meeting of the executive committee of the Associated Retail Bakers of America. Guided by a questionnaire from bakers who participated in the 1957 promotion, the committee chose the dates of March 2 through 8 as the most favorable.

The 1958 retail bakers week committee consists of Gordon Nash, Priscilla Bakery, St. Bernard, Ohio, chairman; J. M. Eagen, Procter & Gamble, co-chairman; Charles J. Schupp, ARBA president, Washington; Paul Baker, Jenny Lee Bakery, McKees Rocks, Pa.; L. Carroll Cole, Cole Bakeries, Muskegon, Mich.; Herman Schoen, Perfection Bakery, Hillsboro, Ore.; William F. Thie, Virginia Bakery, Cincinnati, Ohio; Bernard Bowling, Plehn's Bakery, Louisville, Ky.; John Bolchert, Bolchert's Bakery, Chicago; Barney Schmitzer, ARBA display director, Pittsburgh; and Tom Scheuermann, ARBA field representative, Chicago.

Chairman Nash and his committee are already at work preparing for

**Improve your cake quality** for more sales



With multiple-acting **Fleischmann's Baking Powder**

The famous multiple leavening action of Fleischmann's Baking Powder helps you make cakes of excellent volume with fine grain and texture. This means better eating qualities . . . faster selling.

Here is the way multiple-action Fleischmann's Baking Powder works:

**DURING MIXING** . . . Just enough gas is released to give free-flowing, easy-to-handle batters.

**ON THE BENCH** . . . Batters will remain almost inactive at room temperature for several hours. This means you can use your full mixer capacity and bake off with smaller oven facilities.

**IN THE OVEN** . . . Gas is produced at a steady, regulated speed throughout the entire batter. This means you can depend on getting cake of excellent grain and texture every time.

**Consult your Fleischmann man about the additional benefits you can get . . . in merchandising aid and production help.**

That's why, with Bakers— FLEISCHMANN is First

**Moore-Lowry Flour Mills Co.**
Kansas City, Mo.
**PRECISION-MILLED FLOURS**

**ACME — GOLD DRIFT**
*Better Bakery Flours*
These Brands Meet Every Shop Need
The ACME FLOUR MILLS CO.
Oklahoma City, Okla.

**CAHOKIA FLOUR CO.**
ST. LOUIS, MO.




**Everybody and his brother** is behind the big push to sell more bread during August.

Easiest way for you to reap the benefit—and the extra profit—is to join the parade.

Famous food companies will break national ads in color . . . there'll be a lot of TV. . . a slew of radio . . . newspaper ads, direct mail, billboards.

Food stores will be plastered with posters . . . teeming with tie-ins . . . draped with displays.

And the whole uproar is about TWO HUNKS OF BREAD. A sandwich. The stuff you sell.

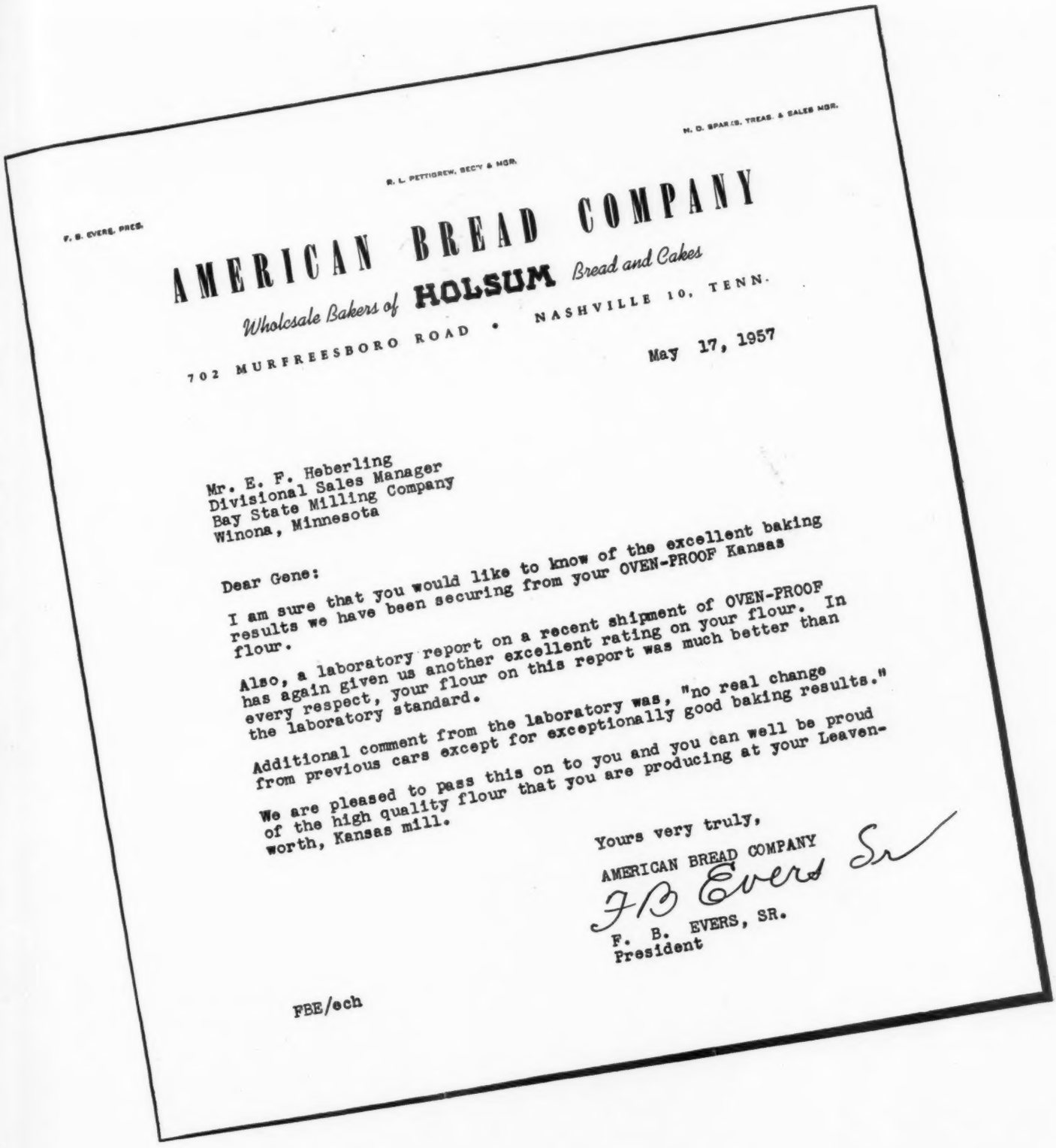
What to do? Check the Sandwich Kit you got in the mail. If you didn't get one call John Sherlock collect at The Wheat Flour Institute, Harrison 7-7744 in Chicago *now.*

You have less than a month, so get going, man!

Everybody talks uniformity . . . **ATKINSON** delivers it

IT'S BIN AGED IT'S BIN CHECKED

ATKINSON FLOUR FOR BAKERS ONLY . . . MINNEAPOLIS



F. B. EVERS, PRES. R. L. PETTIGREW, SECY & MGR. N. O. SPARKS, TREAS. & SALES MGR.

AMERICAN BREAD COMPANY

*Wholesale Bakers of* HOLSUM *Bread and Cakes*

702 MURFREESBORO ROAD • NASHVILLE 10, TENN.

May 17, 1957

Mr. E. F. Heberling
Divisional Sales Manager
Bay State Milling Company
Winona, Minnesota

Dear Gene:

I am sure that you would like to know of the excellent baking results we have been securing from your OVEN-PROOF Kansas flour.

Also, a laboratory report on a recent shipment of OVEN-PROOF has again given us another excellent rating on your flour. In every respect, your flour on this report was much better than the laboratory standard.

Additional comment from the laboratory was, "no real change from previous cars except for exceptionally good baking results."

We are pleased to pass this on to you and you can well be proud of the high quality flour that you are producing at your Leavenworth, Kansas mill.

Yours very truly,

AMERICAN BREAD COMPANY

F B Evers Sr

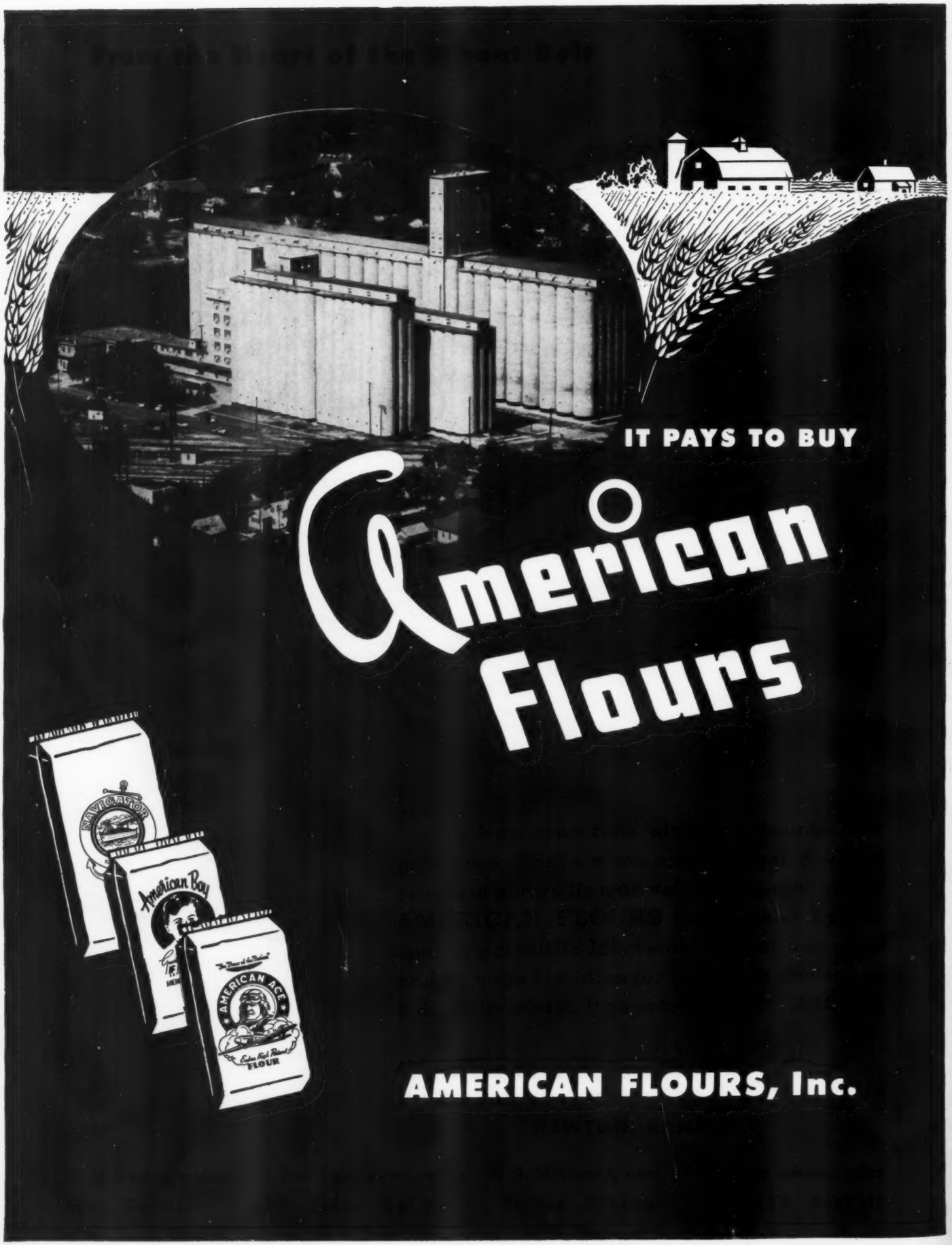
F. B. EVERS, SR.
President

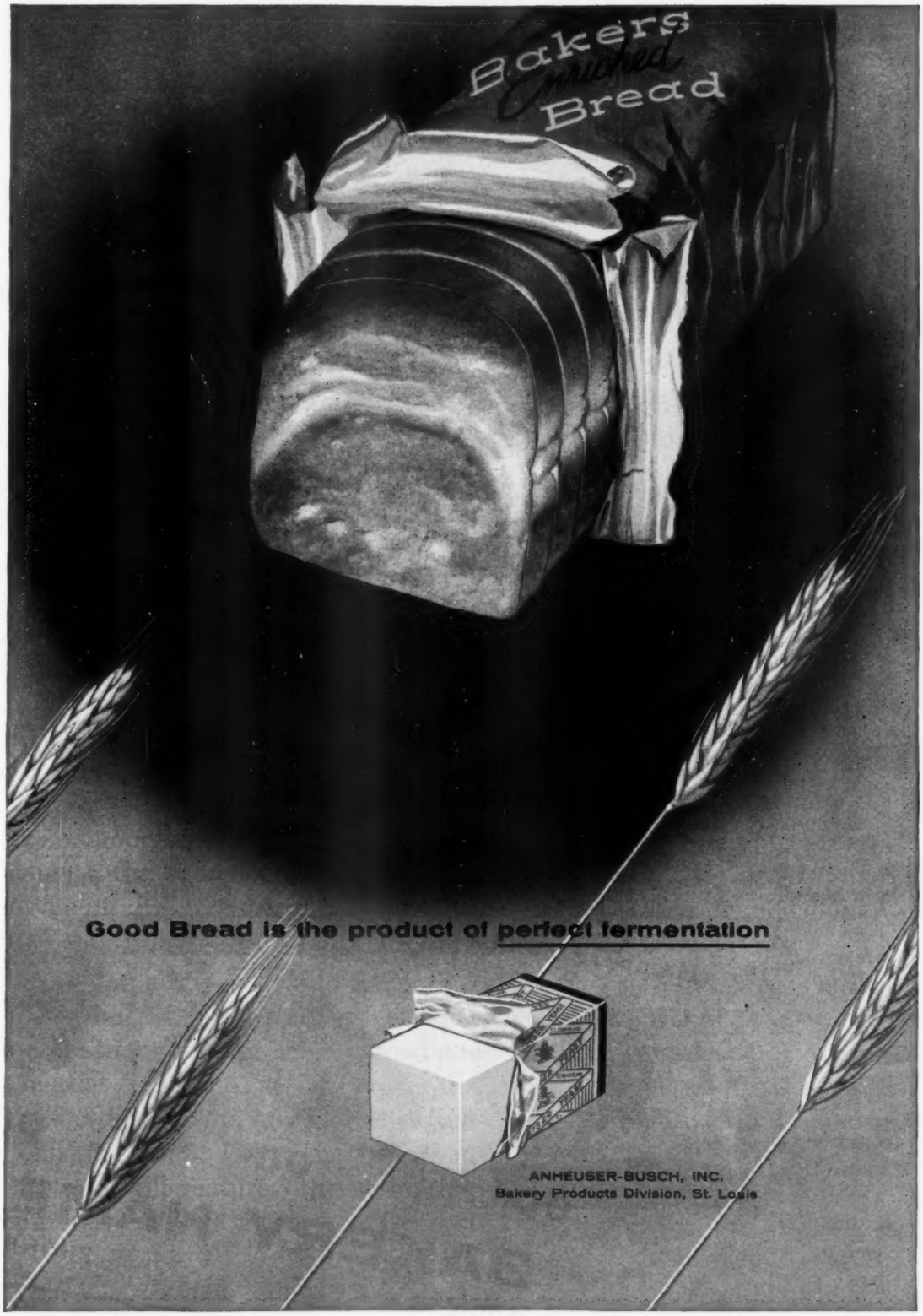
FBE/ech

*—EXCLUSIVELY FOR BAKERS—*

*Bay State* MILLING COMPANY

GENERAL OFFICES: WINONA, MINNESOTA LEAVENWORTH, KANSAS


IT PAYS TO BUY
American
Flours
NAVIGATOR
American Boy
AMERICAN ACE
FLOUR
AMERICAN FLOURS, Inc.


Bakers Enriched Bread
Good Bread is the product of perfect fermentation
ANHEUSER-BUSCH, INC.
Bakery Products Division, St. Louis



## Flatter your hot dogs and hamburgers with the best buns you can buy!

**Because buns are not all alike.** But *ours* are homemade-good; full of flavor, firm-textured. They make *any* hamburger or hot dog taste better than ever—make you enjoy sinking your teeth in. Your guests or family will rave about hamburgers or hot dogs made with our buns. They'll notice the difference. Since the major part of most sandwiches *is* bun, make the *main* part the *best* part!

Stop in—or phone in—order from our baked-fresh-daily buns and rolls. You'll *like* 'em!

Hamburger Buns

00¢

Hot Dog Buns

00¢

Cloverleaf Rolls

00¢

**BAKERY NAME**

PHONE

ADDRESS

**First in a series of newspaper ads in mat form for bakers. More to come on other baked foods in future General Mills ads.**

The mat of this consumer ad comes in 2 sizes: 3-column by 9-inch and 2-column by 6-inch. Shown here is the 3-column ad.

*Talk to your General Mills salesman about your ad mats, or write to . . . . . .*

# General Mills announces:

# A NEW NEWSPAPER AD MAT SERVICE TO HELP PROMOTE YOUR BAKED FOODS!

**GENERAL MILLS OFFERS YOU** this new newspaper mat service to help you prepare your advertisements. You know the *value* of good newspaper advertising. Now, using General Mills' new mat service, you *can* advertise with no wasted motion.

**THE CONSUMER AD ILLUSTRATED** on the opposite page is the first of a series. It is specifically created for bakers. Use it to feature hamburger and wiener buns and to tie in with the summertime out-of-doors eating habit and industry promotions.

**THIS MAT,** and all the others to follow, has been developed by the same advertising agency that for years has created food advertising for General Mills. Experts in the advertising field create ads for which *you* pay only 50¢ each! Other mats, now in preparation, will feature other tempting baked foods. Watch for future General Mills trade paper advertisements announcing their availability.

**TO USE THE MAT,** just turn it over to your newspaper for printing. They will set your bakery name, address and phone number at the bottom, as well as any additional facts you might wish to incorporate in your ad. *You* pay only for the newspaper space. Mats in 2-column and 3-column size are waiting your order. For 2-column mat on hot dog and hamburger buns specify C-1944; for 3-column mat specify C-1945.

**THESE NEWSPAPER MATS** are a service to bakers from General Mills, suppliers of a complete line of oven-tested flours, production aids, formulas and merchandising services.

**BAKERY SALES SERVICE**

General Mills

**MINNEAPOLIS 1, MINNESOTA**

# Four separate milling units at the same location 4




...to serve bakers with

1 SPRING AND HARD WINTER WHEAT FLOURS

2 SOFT WHEAT FLOUR FOR CAKES, COOKIES, CRACKERS

3 RYE FLOURS

4 WHOLE WHEAT FLOURS



FROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

## ECKHART MILLING CO.

CHICAGO, ILLINOIS

*Sales representatives in:* BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, CINCINNATI, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, NEW ORLEANS

## ANSWERS TO "DO YOU KNOW?"

Questions on Page 24

1. **True.** There is no chemical difference between cane or beet sugar. A difference in the size of the sugar granules would have an effect on certain types of baked foods. For example, a finer granulation would be very apt to decrease the spread in certain types of cookies.

2. **True.** The addition of ¼ to ½%, based on the weight of the flour, will eliminate this trouble.

3. **False.** It is permissible to use up to 3% rice flour. Some bakers prefer to pre-cook the rice flour with part of the water before adding it to the dough.

4. **True.** When low pressure steam is used, the surface of the loaf stays softer for a longer period of time, allowing the dough to expand more, producing a larger volume. Steam pressure should not exceed 15 lb.

5. **False.** Excellent products can be made from formulas that do not contain any eggs.

6. **True.** The cakes will be somewhat more tender. A slight decrease in volume will be noticed. Not more than 4 oz. water should be added per quart of egg whites. The water should be added just before the flour is mixed in.

7. **True.** Good bread can be produced with either type of mixer. It depends upon the taste of the consumer and the type of loaf the baker desires to make.

8. **True.** The flavor of ginger snaps and pumpkin filling is an excellent combination. Crushed graham crackers may also be used to replace the flour.

9. **False.** By replacing part of the whole eggs in the formula with yolks, the cakes will have a deeper yellow crumb color.

10. **False.** When flour is low in diastase the finished loaves are inclined to be small in volume, having a grayish crust color; the crust will be thick and "wild breaks" will be noticed. However, this condition may be overcome by the addition of a diastatic malt.

11. **True.** Baking or drying at these temperatures eliminates discoloring which occurs when higher temperatures are used. If not thoroughly dried, the insides will be tough and gummy, instead of crisp.

12. **False.** The amount of sour to use will depend entirely upon the type and strength of the sour, and upon the flavor desired in the finished loaves.

13. **False.** The raisins should be added just before the dough is removed from the mixer. If the raisins are mixed in too long with the dough, they will be crushed and torn, causing them to bleed and discolor the dough.

14. **True.** In checking over numerous formulas, we have found that 1 oz. of salt used for each 10 lb. dough is about the correct amount.

15. **True.** Approximately 2% of the wheat berry is germ. The moisture content is about 14½%, protein about 12½%, carbohydrate 69% and mineral matter about 2%.

16. **False.** The fermentation time should be shortened due to the greater percentage of lactic acid in the buttermilk. The decrease in the fermentation time will be dependent upon the sourness of the buttermilk.

17. **True.** When using all butter, the dough softens quite readily and the cookies are easily misshapen. The margarine, having a tougher consistency and a higher melting point, helps to give the dough a firmer body.

18. **True.** Using fruit that is not cold will cause soakage of the crust. Warm or hot filling will melt the shortening in the dough, causing the crust to become soft. The filling will also boil out sooner.

19. **False.** Salt rising bread should be proofed at about 110°F. for best results.

20. **True.** This will decrease the tendency for the slices to turn dark. Speed of production is important. It has been experienced that by slicing the bananas with a wooden blade instead of a metal one discoloration will be somewhat retarded.

—BREAD IS THE STAFF OF LIFE—

### BAKERY CLOSES

The Federal Bakery at Grand Forks, N.D., has closed and manager S. W. Siegenthaler transferred.


**ACME RYE**
A HIGH QUALITY
WISCONSIN RYE FLOUR
*All Grades*
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

**"DIAMOND D"**
A High Grade Bakers' Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat
Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

# BROLITE
## VALUABLE INGREDIENTS FOR BAKERS
## Since 1928



**VITA PLUS WHITE CULTURE**
Conditions Doughs. Stabilizes Fermentation. Extends Dough Tolerance.





**BROLITE**
For better flavor in Cakes, Cookies, Sweet Yeast Doughs, Icings.





**WHITE FUDGE AND COCOA FUDGE BASES**
Easy Handling for Hi-Gloss, Flat Type and Butter Cream Icings of fine flavor. Economical.

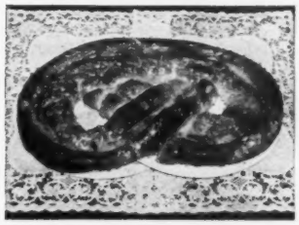




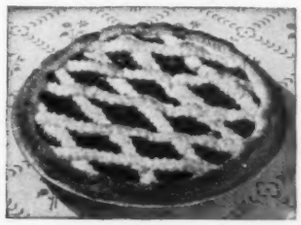
**O.B. STABILIZER**
For Boiled Meringues, Toppings, Icings, Glazes, Butter Creams, Regular Meringues and Whipped Cream.













**BROSOFT**
A tenderizing agent with high powers of emulsification and dispersion. Contains Mono- and Di-Glycerides, Lecithin and Associated Phosphatides (Vegetable Emulsifier).



**FLUFOLITE**
Egg Stabilizer for use in Cakes, Cookies, Sweet Yeast Doughs and Rolls.



**RYE SOURS**
For outstanding rye bread flavor, improved volume and texture — simplified production.



**PIE DOUGH CULTURE**
Produces a rich flaky crust with improved color — less tendency to soakage; drier doughs for easier handling.

USED BY LEADING BAKERIES

**Demonstrations by our trained bakery technicians available in your shop.**

## THE BROLITE COMPANY, Inc.

225 Fourth Ave. New York City 3, N.Y. | 2921 S. Haskell Ave. Dallas 23, Texas | 621 Minna St. San Francisco 1, Calif. | 518 First Ave. North Seattle 9, Wash. | 686 Greenwood Avenue N.E. Atlanta 6, Ga.

**Main Office: 2542 Elston Avenue, Chicago 47, Illinois**

# Worth Looking Into




**New Products**
**New Services**
**New Literature**

**This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.**

## No. 4020—Under-Counter Bin

Wear-Ever has added a smaller size 24 in.-high rectangular under-counter bin to its line. Like the larger model, 30 in. high, this container is made from an extra hard, dent-resistant aluminum alloy. The bin is smooth, rounded and, the maker claims, easy-to-clean, with rust-resistant surfaces and an open-bead for sanitation. A sanitary hinge cover opens on the front half of the container. Four swivel-type casters are bolted to pads welded to the bottom, and are fitted with four inch noiseless rubber casters. The bin is fitted with a protecting rubber bumper 11 in. above the floor. Check No. 4020 on the coupon and mail it to this magazine for further details.

## No. 4019—Soy Flour Booklet

Soy flour is one of nature's richest sources of body-building proteins, says Archer-Daniels-Midland Co. in a newly-published booklet. Entitled "Soy Flour: Complement to Modern Eating," the booklet points out that pound for pound soy flour contains about twice as much protein as meat, four times as much as eggs and 12 times as much as milk. In addition, continues the ADM book, soy flour improves foods, especially bakery goods, in various ways. It retards staling and gives finer texture, richer colors and more tender crusts, it is claimed. The booklet cites an Agricultural Marketing Service report that "supplementing only 3 lb. of soy flour with every 100 lb. of meat and cereal products can mean a saving of about 3.4¢ per person per day" in institution feeding. A copy of the booklet can be obtained by checking No. 4019 on the coupon and mailing it to this publication.

## No. 4021—Bread Cooler Booklet

A 4-page, 2-color, letterhead-size bulletin has been published to describe engineered bread coolers for dependable automatic operation. Selection may be made from atmospheric, air conditioned or forced air coolers. Diagrams show how coolers can be floor-mounted, hung overhead or supported from the floor by L-type or T-type legs. Another diagram depicts how bread is discharged from cooler leg to a conveyor feeding several slicers. The folder illustrates grill tray construction which allows air circulation around each loaf. It shows how an automatic tray washer may be built into the cooler leg. Another drawing shows an air conditioning system that provides controlled humidity and temperature regardless of the weather, season or atmosphere of the bakery. To learn more, clip this coupon, write on it No. 4021, and send to this magazine.

## No. 4022—Imprinting Attachment

A new 4-page bulletin describing the "Rolaprinter" coding and imprinting attachment for wrapping and bundling machines, has been issued by Adolph Gottscho, Inc.

Liberally illustrated with photographs and schematic drawings, the bulletin shows many applications of the "Rolaprinter" attachment ranging from placement of a small code-date on a pre-printed wrapper to printing descriptive copy on 5 sides of a bundle overwrap. The "Rolaprinter" unit is available in various models for attachment to all makes of wrapping and bundling machines. In operation it imprints the wrapping material as it is fed from the roll just prior to cutting and wrapping. It is fully automatic and is said to assure consistently good imprint quality because it works on the flexographic printing system. The bulletin may be obtained by clipping the coupon elsewhere on this page checking No. 4022 and mailing it to this publication.

## No. 4023—Bulk Shortening

Introduction of "golden shortening" in 25 and 50-lb. tins has been announced by John Morrell & Co., Midwest meat packers. According to K. C. Warden, assistant sales manager, the bulk packaging was adopted to meet the demands of bakery and restaurant users who have requested shortening in larger containers. Check No. 4023 on the coupon and mail it to this magazine.

## No. 4026—Fork-Lift Trucks

The complete line of fork-lift trucks, straddle carriers, powered hand trucks and towing tractors produced by the industrial truck division of Clark Equipment Co. is described in a 16-page, four-color catalog just published by the company. Every machine is illustrated. In a special section, 24 attachments for fork trucks are illustrated. A quickly read reference chart indicates which attachments are available for each fork truck in the Clark line. To secure full details, check No. 4026 on the coupon and mail it to this publication.

## No. 4025—Oil Hone

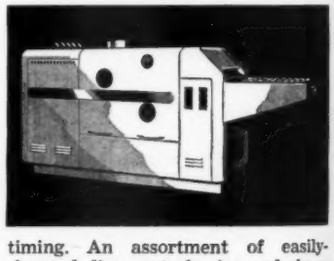
Announcement is made by Wulff Manufacturing Co. of the availability of a new oil hone to keep knives and cleavers razor sharp without grinding. By normal use, the hone will slowly revolve, presenting a wet surface at all times to prevent loading of the honing surface and elimination of friction heat. The abrasive surface is contained in a bonded, 3 in. tube 15 in. long supported on a steel tube and capped at both ends. Bronze pilot bearings in the center of each cap suspend this tubular hone on snap-in centers, permitting it to turn free within a cast iron container in which there is a ½-in. depth of honing oil. When it becomes necessary to replace the worn abrasive tube, the old tube can be slipped off and a new one inserted in its place in a few seconds. The size of the hone is 19 in. by 4 in. by 3½ in. It weighs 10 lb. Full details can be secured by checking No. 4025 on the coupon and mailing it to this publication.

## No. 4027—Bakery Pan Washer

Industrial Systems Co. has announced the development of a new type of bakery pan washer, "Con-Jet," which meets high speed pan washing and drying requirements, within a limited space in large bakeries. The machine features a feed and return conveyor system which permits all operations to be handled at one end of the washer. Bakery pans fed into the machine are washed and rinsed by powerful sprays of solution heated to 180°F. at the upper level. They are then conveyed to the lower level and return toward the loading end through the dryer. Pans are dried by gas heated air and discharged automatically right side up. Conveyors may be connected to the washer for a completely automatic operation. All the details can be secured by checking No. 4027 on the coupon and mailing it to this publication.

## No. 4024—New Cookie Machine

Now ready for shipment is the new Middlely-Marshall Cookie-Matic, a new kind of cookie machine representing over six years of developmental and commercial operation. Over 50 machines are in daily use already, says the manufacturer. The Cookie-Matic combines all makeup, forming, dropping, baking and partial cooling in one machine. It eliminates pans, panning and depanning, and gives fingertip control of size, weight, color, baking characteristics, and



timing. An assortment of easily-changed dies controls size and shape up through nine different shapes and three colors at a time, if desired. The operator simply dumps batter into the adjustable hopper and boxes the finished cookies as they come out the other end. If desired, cookies can be conveyed away automatically. The Cookie-Matic is easy to keep clean, says the company. The Cookie-Matic has 12,000 sq. in. or 51'8" of baking length compressed into one 11'6" machine. Its capacity depends on size, weight and baking time of product wanted, but average capacity is 105 lb. an hour, or around 250 to 450 dozen finished cookies (2500 to 7000), or allied products, an hour. For details clip the attached coupon, insert No. 4024, and send to this magazine.

## *Also Available*

**The following new products have been described in previous issues and information about them may still be**

**Send me information on the items marked:**

| | |
|---|---|
| ☐ No. 4019—Soy Flour Booklet | ☐ No. 4023—Bulk Shortening |
| ☐ No. 4020—Under-Counter Bin | ☐ No. 4024—New Cookie Machine |
| ☐ No. 4021—Bread Cooler Booklet | ☐ No. 4025—Oil Hone |
| ☐ No. 4022—Imprinting Attachment | ☐ No. 4026—Fork-Lift Trucks |
| | ☐ No. 4027—Bakery Pan Washer |

**Others (list numbers)** .....

NAME .....

COMPANY .....

ADDRESS .....

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS
PERMIT No. 2
(Sec. 34.9, P. L. & R.)
MINNEAPOLIS, MINN.

BUSINESS REPLY ENVELOPE
No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67,

Reader Service Dept. Minneapolis 1, Minn.

obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

**No. 3958**—Flavor periodical, Magnus, Mabee and Reynard, Inc.

**No. 3959**—Dispensing pump for 15-65 gal. drums, Multi-Meter Corp.

**No. 3960**—Plant cleaning device, Oakite Products, Inc.

**No. 3961**—Steel belt conveyors, Sandvik Steel, Inc.

**No. 3962**—Bulk car brush, Fuller Brush Co.

**No. 3964**—Border-printed display doily, Harvey Paper Products Co.

**No. 3965**—Rack-type automatic proof box, Read Standard Corp.

**No. 3966**—Bakery sanitation booklet, Oakite Products, Inc.

**No. 3967**—Two film-grade polyethylene resins, Bakelite Co., division of Union Carbide & Carbon Corp.

**No. 3968**—Technical manual on bread wrapping, Waxed Paper Merchandising Council.

**No. 3970**—Finger tip bowl control, Triumph Manufacturing Co.

**No. 3971**—Bag opening and loading machine, Errich International Corp.

**No. 3972**—Food plant insecticide, Huge Co., Inc.

**No. 3973**—Shortening product, Anderson, Clayton & Co.

**No. 3974**—Diet booklet, Sugar Information, Inc.

**No. 3975**—Bread slicing handbook, Gopher Grinders, Inc.

**No. 3976**—Bag closure labels, Kwik Lok Corp.

**No. 3977**—Liquid sugars, Refined Syrups & Sugars, Inc.

**No. 3978**—Six design suggestions for Easter cake decorations, Westco Products.

**No. 3979**—Dried torula yeast, Red Star Yeast & Products Co.

**No. 3980**—Flour dump-sifter for bagged flour, Read Standard Division, Capitol Products Corp.

**No. 3981**—Electric street truck, Cleveland Vehicle Co.

**No. 3982**—Roll moulder panner, Read Standard Division, Capitol Products Corp.

**No. 3983**—Refrigeration, Foster Refrigerator Corp.

**No. 3984**—Production freezers, Refrigeration Corporation of America.

**No. 3985**—Aluminum foil wrap, Shellmar-Betner Flexible Packaging Division, Continental Can Co.

**No. 3986**—Bread wrapper, Nashua Corp.

**No. 3987**—Food grade antioxidant, Eastman Chemical Products, Inc.

**No. 3988**—Circular on pH meter, Photovolt Corp.

**No. 4001**—Booklet on "Sweetose" in corn syrup in bread, rolls and buns, A. E. Staley Manufacturing Co.

**No. 4002**—Vibrators for industrial applications, Martin Engineering Co.

**No. 4003**—Fungicidal paint, Charles Bowman & Co.

**No. 4004**—Cleaner attachment for band slicing machines, Gopher Grinders, Inc.

**No. 4005**—Doughnut fryer, J. C. Pitman & Sons, Inc.

**No. 4006**—Cheese cake formula book, Edward M. Voorhees.

**No. 4007**—All-metal coolers, Nor-Lake, Inc.

**No. 4008**—Brochure on freezers, Foster Refrigerator Co.

**No. 4009**—Bulk transport bulletin, Fuller Co.

**No. 4010**—Butter formulas, H. C. Brill Co., Inc.

**No. 4011**—Job evaluation booklet, Business Research Corp.

**No. 4012**—Booklet on yeast, Quartermaster Food & Container Institute.

**No. 4013**—Sugar trailer, Fuller Co.

**No. 4014**—Hydraulic Drum Lift, Sterling, Fleischmann Co.

**No. 4015**—Sampling Method, Atkinson Bulk Transport Co.

**No. 4016**—Bulk Food Handling, Victory Metal Manufacturing Co.

**No. 4017**—Pie Plate Manual, Ekco Engineering Co.

**No. 4018**—Food Antioxidant, Koppers Co., Inc.

**No. 4056**—Bulk flour weigher, Toledo Scale Co.

**No. 5508**—Embezzlement controls, Fidelity & Deposit Co.

**No. 5527**—Vacuum cleaner, Burrows Equipment Co.

**No. 6505**—Emergency light unit, General Scientific Equipment Co.

**No. 5519**—Insecticide for use around foodstuffs, J. I. Holcomb Manufacturing Co., Inc.

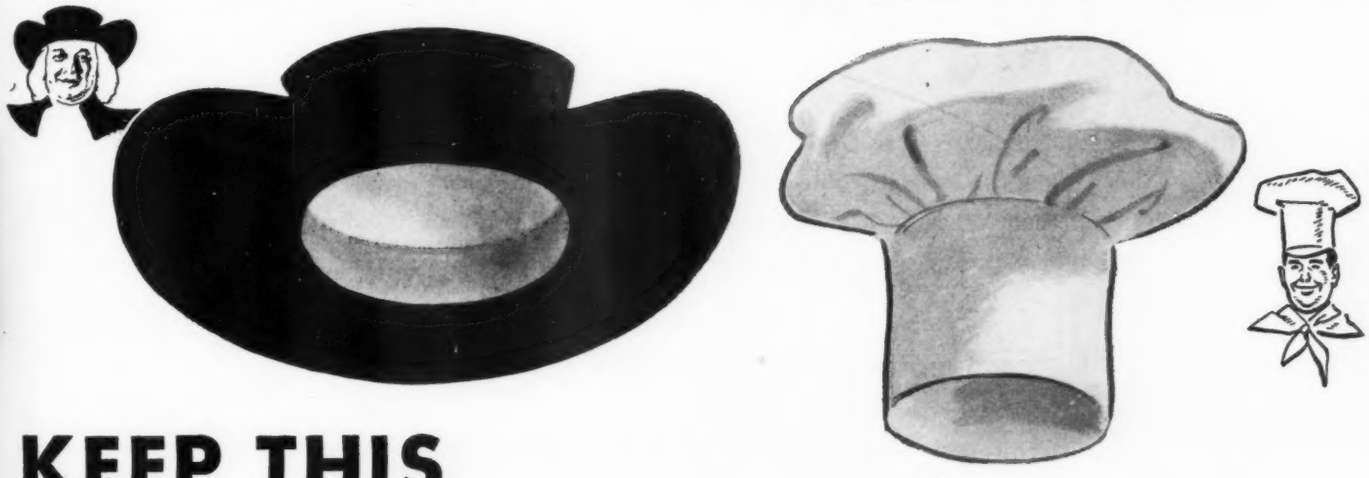

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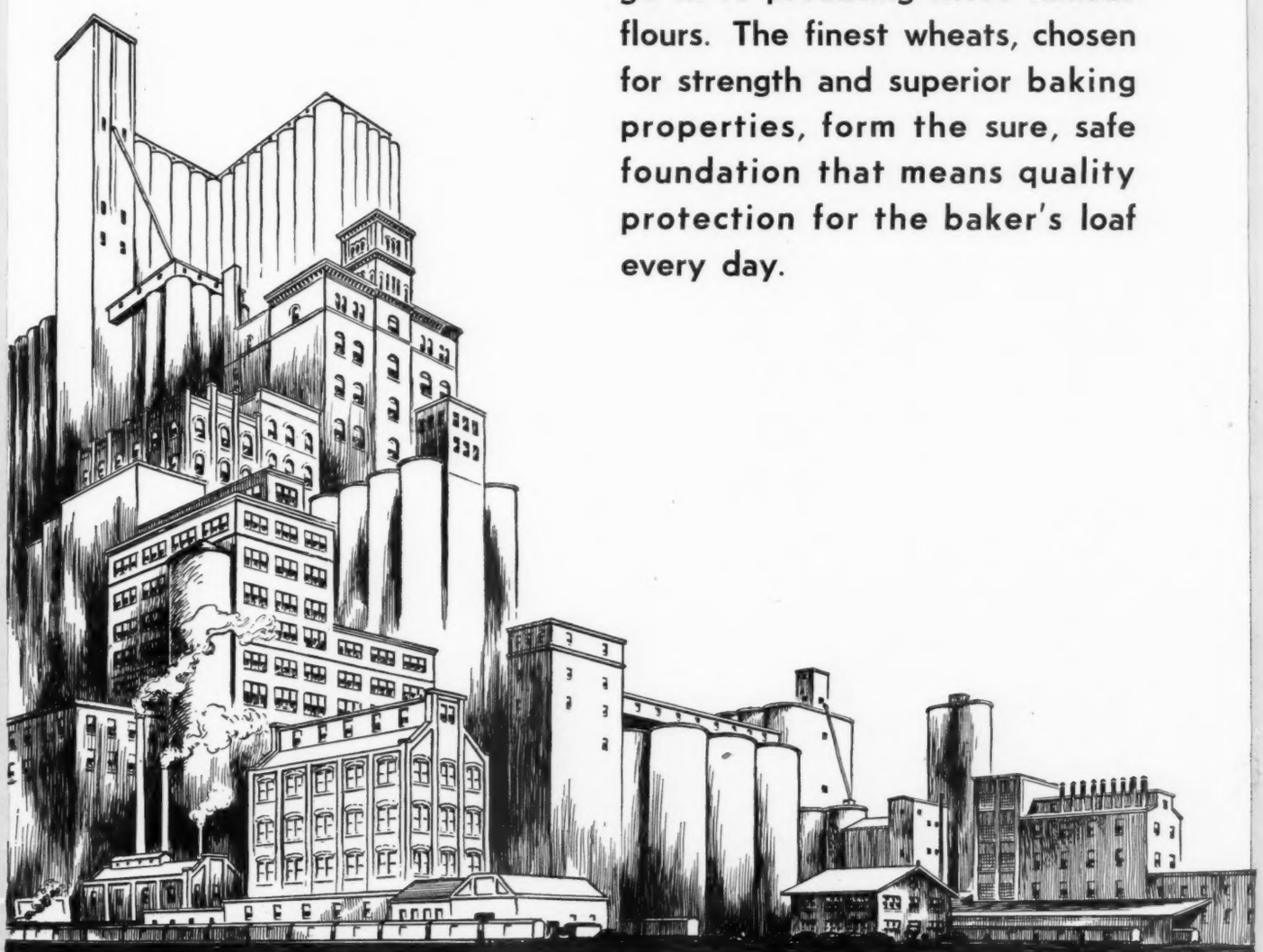
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# RODNEY MILLING COMPANY

## KANSAS CITY, U. S. A.

22,000 CWTS. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

# Ringing the Baker's Doorbell

The "Donut Hole," owned by Paul and Fred Finberg, formerly of Houston, Texas, has been opened at 677 S. Colorado Blvd., **Denver.**

●

Mrs. Elmo Nickells has closed her bakery at **Hominy, Okla.**

●

Hough Bakeries, **Cleveland, Ohio,** has opened a new retail outlet in the Puritas Plaza Shopping Center on Cleveland's East Side.

●

Prim's Bakery, **Effingham, Ill.,** was sold recently to Amrhein's Bakery, Inc., Springfield, Ill. The Prim name will continue to be used and no change in personnel is contemplated. Lester K. Dixon will continue as manager.

●

Construction has been started at Lincoln and Kimball St., **Chicago,** the first unit in a national chain of retail drive-in doughnut shops. The chain, under the name "Amy Joy," is owned and operated by the Smith Management Co. of Boston, parent firm of Richard's Drive-In and the Peter Pan restaurant chain. The Chicago unit is scheduled to open Aug. 1.

●

Donut Kettle, Pawtucket, R.I., which operates a chain of doughnut and snack bakeries, has opened a new store in **Providence, R.I.**

●

Crockett's Bakery, **Pawhuska, Okla.,** operated by Ted Schafer, has closed.

●

Kye Roth has been named manager of the Larson Bakery, **Yakima, Wash.**

●

The Albertson's Supermarkets has opened a bakery in its new Lakewood store, **Tacoma, Wash.**

●

The former Lutz Baking Co. property, which occupies a city block on Sylvania Ave., **Toledo, Ohio,** has been purchased by Mr. and Mrs. S. T. Simons. The reported price was $70,000.

●

John Leddy, Jr., owner of Leddy's Bakery, 1484 S. Main St., **Fall River, Mass.,** has purchased a building with space for four stores and several apartments across from his present location. Mr. Leddy will install a salesroom in the new building and plans to move his bakery there.

●

Ruth's Bakery, **Seaside, Ore.,** has been purchased by James Vitali, formerly with Van de Kamp's Holland Dutch Bakeries in Seattle.

●

The New York Bakery, **Utica,** recently held a two-day grand opening to mark extensive remodeling and enlargement. An estimated $15,000 was spent for new oak paneling, flooring, fluorescent lighting, a new ceiling and wiring, enlargement of the store and installation of additional equipment, including a freezer for ice cream cakes.

●

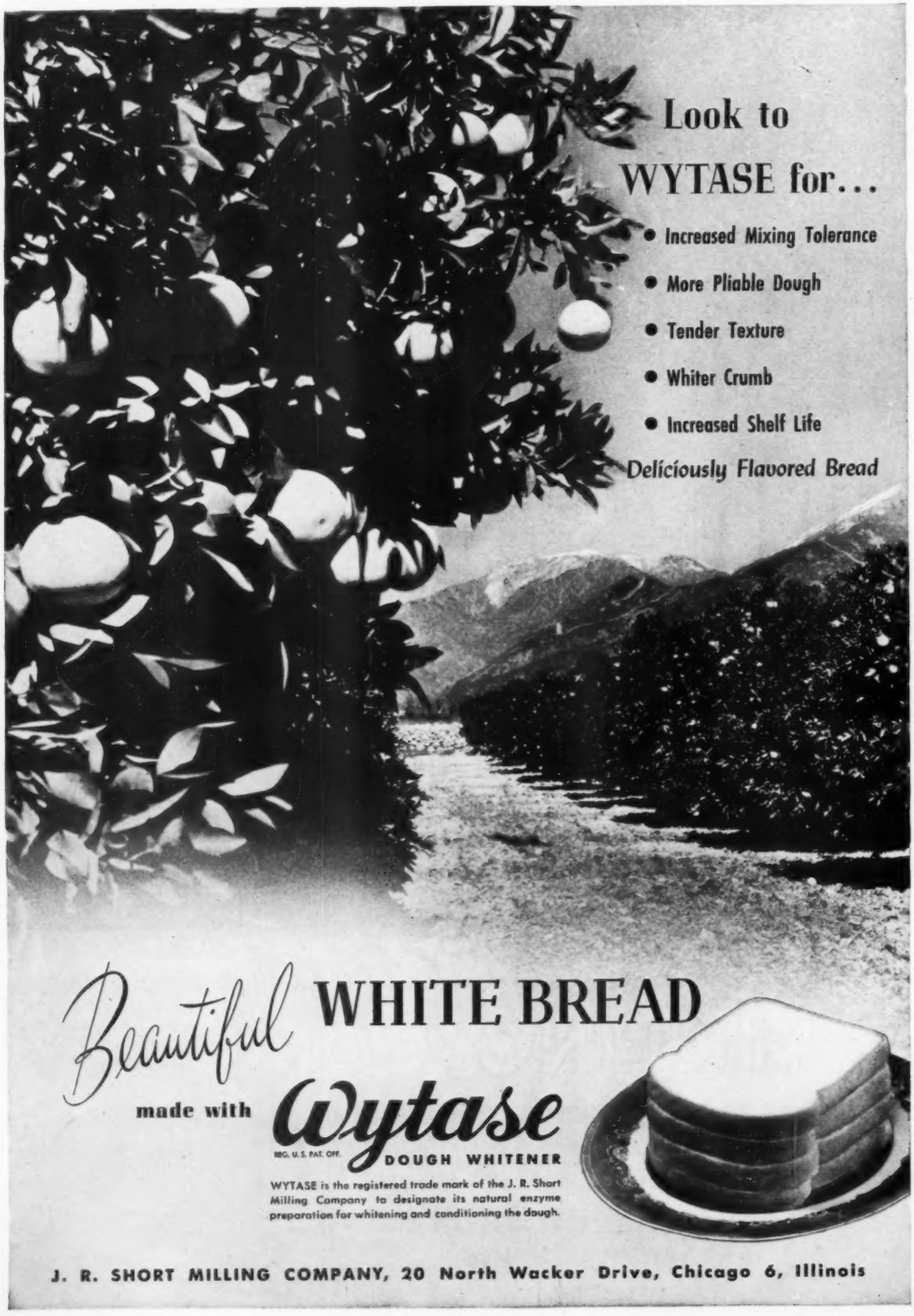
The Nickles Bakery, Martins Ferry, Ohio, has obtained the business interests of the H. & M. Bakery at **Fremont, Ohio,** and will establish a branch there. Nickles also has opened a branch at **Pomeroy, Ohio.**

●

A retail pastry shop is being opened by the Grace E. Smith Co. in the Westgate Shopping Center, **Toledo, Ohio.**

●

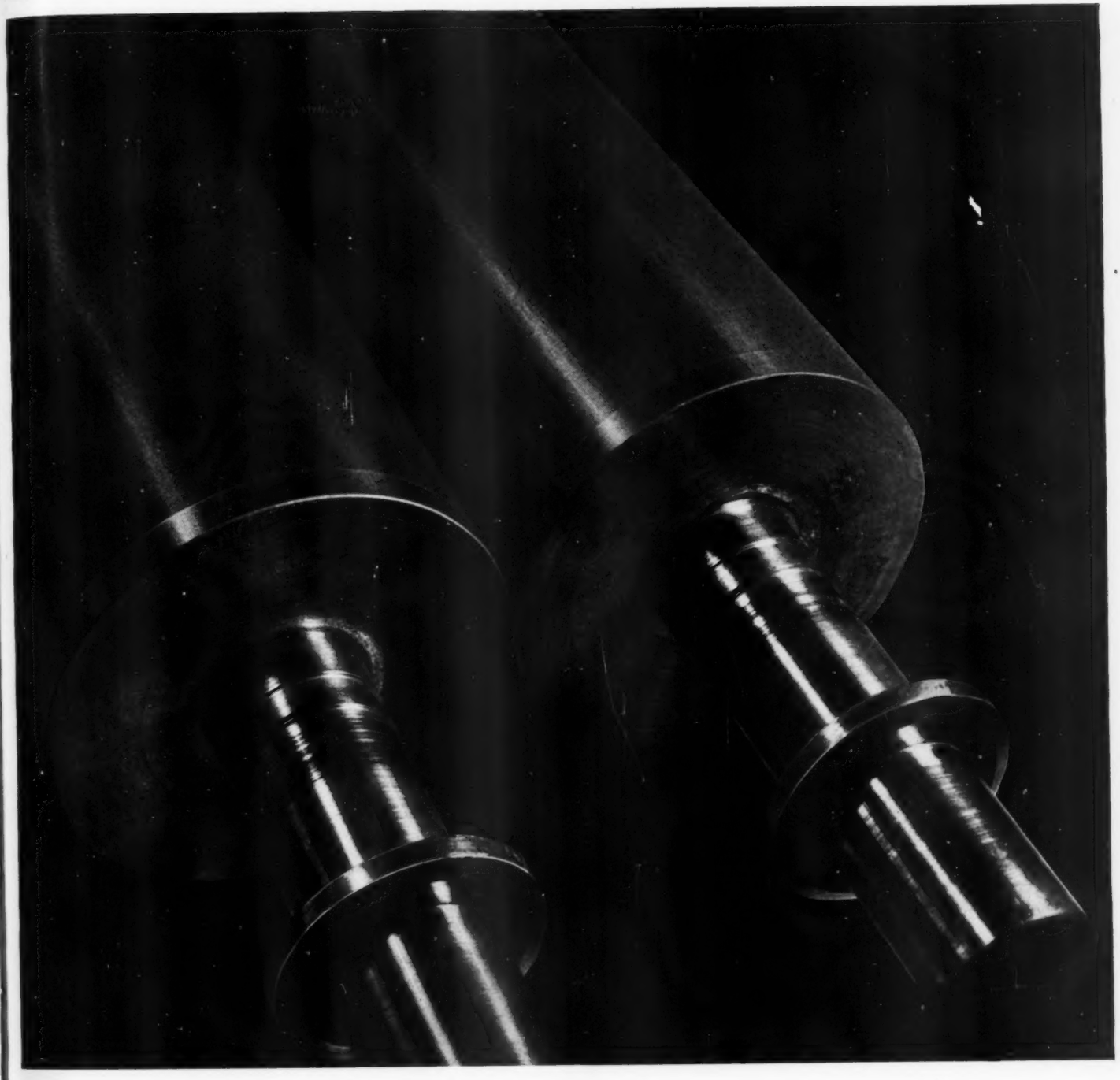
Mr. and Mrs. Eugene Romer, former operators of a bakery in Cincinnati, Ohio, have now located in **Mount Dora, Fla.,** and opened a bakery. They have had more than 30


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SILK FLOSS
GOLDEN SEAL
SANTA-FE TRAIL

**The Kansas Milling Company**
WICHITA, KANSAS

years' experience in the bakery business.

●

Mr. and Mrs. Julius Schwartz have opened a bakery at 152 Shrewsbury Ave., **Red Bank, N.J.**

●

A 5,000 sq. ft. building has been constructed at **Charlotte, N.C.**, for Waldensian Bakeries, Inc.

●

Mrs. Clarence Kolosick, **Delta, Iowa,** has opened Helen's Pastry Shop in that community.

●

Joseph Hedden, former band director for the public schools at Kings Mountain, N.C., has accepted a position as personnel manager of Bost Bakery, **Shelby, N.C.**

●

Mr. and Mrs. A. R. Harrison, **Longwood, Fla.,** are opening a bakery and, in addition to the general line of baked foods, will prepare specialty items such as birthday and wedding cakes.

●

An open house was held recently at **Cook, Minn.,** to celebrate completion of remodeling at Nylund's Bakery.

●

Ray Geeding, owner of Geedings Pastries in **Bradenton, Fla.,** has opened a second shop. Mrs. Geeding will be in charge of the new store, and will specialize in Danish pastries.

●

Francois Pastries has been opened on Public Square, **Watertown, N.Y.,** by Horace F. Vachen, Watertown, and Francis J. Angerer, Evans Mills, N.Y.

●

Leland Hage has announced plans to sell his bakery interests in Barnesville, Minn., and to repurchase the bakery which he formerly owned in **Halstad, Minn.**

●

Eddy's Bakery, **Bismarck, N.D.,** recently held an open house and "visitors' week" in observance of the 50th anniversary of founding of the original Eddy's Bakery in Helena, Mont.

●

Frank Shirkey recently announced the sale of his bakery business and equipment at **Princeton, Minn.,** to Frank Weisbrod.

●

Bell's Super Delicatessen and Bakery was opened for business recently at 4815 Minnetonka Blvd., **St. Louis Park, Minn.** The owner is Sherman Bell.

●

Brems Brothers Bakery, **Cedar Rapids, Iowa,** recently closed, after 68 years in business. The owner, George Brems, plans to retire.

●

Public notice has been made and filed for the corporate reorganization of Liberty Baking Corp., **New York,** owner of the Bell Bakeries, Inc.

●

Joseph G. Foy, general manager of **Grand Rapids (Mich.) Wholesale Grocery Co.** since 1949, has been granted a leave of absence to become general manager of Muller Grocers Baking Co.

●

Mr. and Mrs. Lyle Glenna, formerly of Huron and Brookings, S.D., have opened the Starlite Bakery at **Chamberlain, S.D.**

●

Dudley B. Whitson, assistant manager of Sweetheart Bakeries, Minot, N.D., has been transferred to a similar position at **Bismarck, N.D.**

●

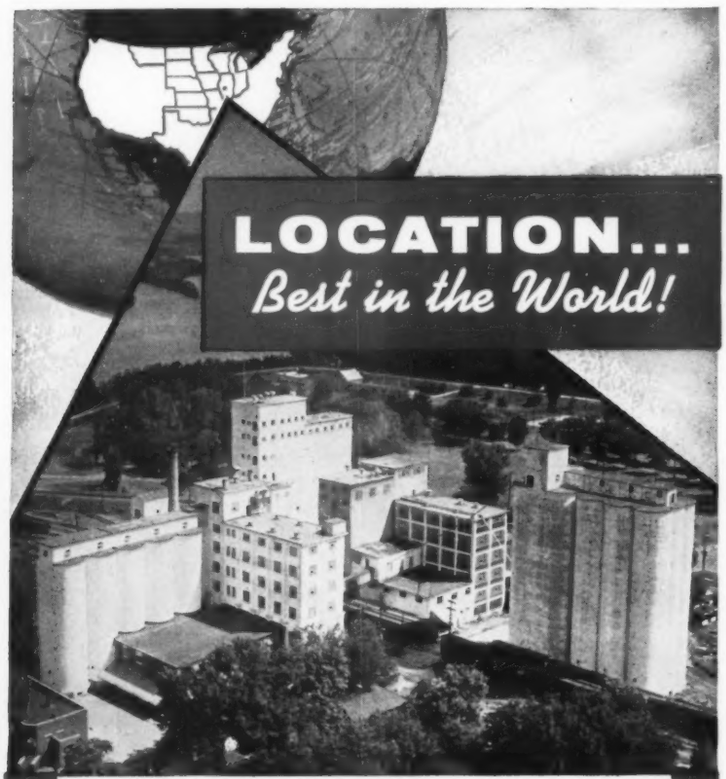
Bruce Wilson, formerly of Minneapolis, has bought the Home Bakery at **Corning, Iowa.** Mr. Wilson has also lived in Chicago and was a baker at one time in Davenport, Iowa.

●

Mrs. Hannah Johnson has sold the Johnson Bakery, 2433 Riverside Ave., **Minneapolis,** and is now living with a son in Vancouver, Wash. Mrs. Johnson is 85. She and her husband opened the bakery in 1911, and specialized in Swedish baked foods.



**READY TO GO—Newly elected officers of the Bakers Educational Group of New England are, from the left, James Mackey, of Sands, Taylor & Wood Co., Boston, secretary-treasurer; Peter Grunzweig, First National Stores Bakeries, Somerville, Mass., president, and James Limberakis, Elm Farm Bakeries, Lynn, Mass. From appearances, the new officers are ready to tackle plans for an active year.**


**for SELECT-ABILITY . . .** The Beardstown Mills is located ideally with regard to *all three* major wheat producing areas. This makes possible the discriminate selection of wheats most suitable for producing the very best flour.

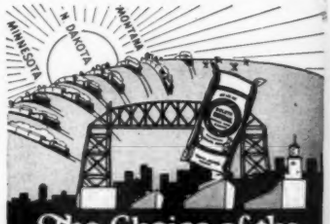
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*For Bakers*
The Morrison Milling Co.
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*Emphatically Independent*




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The only mill in this great terminal market, Universal consistently offers:
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The Trouble Shooter is becoming a classic among baking industry publications; it is now in its fifth printing.

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# Crusts & Crumbs

## FROM THE EDITORIAL SLICER

By Carroll K. Michener

**ADDED VALUES**—Farmers, consumers, and employees all benefit from the values that are added to food by processing, packaging, transportation, and distribution as it moves from field to table. The money paid out for these value-adding, market-creating services is often called "price spread." These were among the points made by Robert H. Bingham, economist and vice president of the Grocery Manufacturers of America, in his testimony before the Consumer's Study Subcommittee of the House Committee on Agriculture.

At the outset Mr. Bingham made clear that the GMA welcomes "any study, provided it is aimed at bringing forth true facts which will contribute to public understanding of the functioning of the food industry." But he disagreed with several interpretations in the subcommittee's report on "Food Cost Trends" and with a number of the statistics employed, saying they were out of line with both government data and with the GMA's own conclusions.

First, he said, "the report speaks of a 10-year comparison, but uses 1947 and 1956, which represent only a nine-year period. Had 1946 been used with 1956 to give a true 10-year span, the trends would have been quite different. Farm product prices, for example, would have shown a slight rise instead of a decline."

Second, according to Mr. Bingham, the two government indexes used in the report, "Retail Food Prices" and "Prices Received by Farmers," are not directly comparable. The retail index includes a number of foods not grown on domestic farms, foods such as coffee, tea, fish, and bananas. And the farm price index includes many non-foods, such as tobacco, cotton, and flaxseed. These inconsistencies tend to exaggerate the divergence between farm and retail food prices.

Third, Mr. Bingham said, "the report estimates that the average city family spent $500 more for food in 1956 than in 1947. GMA believes that on the basis of government studies the increase was only about $250 to $300."

(Fourth) "The report estimates that in 1956 the average city family paid 75% more than in 1947 to the people who transport, process, and market food." Questioning this, Mr. Bingham called attention to published government data showing only about a 40% increase in the total per capita bill for transporting, processing, and marketing a larger quantity of better food.

Mr. Bingham strongly denied that the growth of convenience foods was the major reason for the rise in price spread. He pointed out that many convenience products cost less to buy than the same item laboriously put together from raw ingredients in the home kitchen. The major reasons underlying the increase in spread between 1946 and 1956, he explained, were wages, taxes and transportation cost increases. About 80% of the increase in spread over this period was accounted for by these three factors.

"On an overall basis we have calculated that about $1 in every $5 spent for food today goes to pay business taxes, compared with less than $1 of every $6 in 1946," Mr. Bingham asserted.

"At the same time that the cost of spread was increasing, the rate of net profit for food manufacturers and distributors has generally declined," Mr. Bingham continued. "For example, the combined rate of net profit of food manufacturers and distributors now averages just about 3¢ of the consumer's food dollar. This is just about half of what it was in pre-war 1939—when the combined rate was nearly 6¢. Instead of adding to the spread, the lower rate of profit actually helped to reduce it by offsetting to some extent the higher cost of wages, taxes, and other expenses.

"One powerful factor which has helped to hold down spread," Mr. Bingham said, "is the increased efficiency resulting from the food industry's heavy investment in new machinery, new equipment and new and modernized plants. The cumulative investment covering this modernization expansion over the past 10 years by food manufacturers totals about $6 billion. Grocery manufacturers have increased their capital investment per production worker from $7,500 in 1939 and $8,500 in 1946 to about $17,000 currently. Had it not been for this great increase in machine productivity, manufacturers would have been compelled to add a much larger part of the rise in wage rates to food prices. This investment began to have an important effect on productivity in 1952, according to USDA data. As it applies to the average family market basket which the government uses for price comparisons, the actual wage rate increases paid by manufacturers and distributors from 1952 to 1956 totaled $53. However, machine efficiencies so stepped up production and resulted in such cost savings that it enabled the industry to absorb $26 of the $53 so that only $27 needed to be added to the price on account of higher wages."

• • •

**WEEKLY FOOD EXPENDITURES**—Canadian families of two to six persons with incomes ranging from $2,000 to $6,500 in five metropolitan areas spent an average of $21.40 a week on food in 1955, according to a report from the Dominion Bureau of Statistics based on records collected from an average of 181 families each month. The families were selected by systematic sampling from a list drawn previously for the bureau's monthly labor force survey.

On the average, 11.3¢ of every food dollar went for dairy products in 1955, 3.8¢ for eggs, 8.1¢ for bakery products, 2.6¢ for cereals, 25¢ for meat and poultry, 2¢ for fish, 5.7¢ for fats and oils, 14.1¢ for general groceries, 2.4¢ for canned and dried fruits, 2.9¢ for canned and dried vegetables, 5.2¢ for fresh fruits, 6.2¢ for fresh vegetables, 1.1¢ for frozen foods, 8.8¢ for food eaten away from home, and 0.8¢ for board out-of-town.

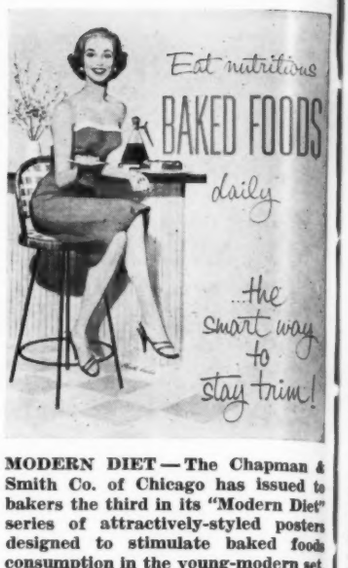
Montreal averages of total food expenditures on both a family and per-person basis were higher than for the other four cities. Family averages for the five cities in 1955 were: Montreal, $23.14; Vancouver, $22.03; Toronto, $20.64; Halifax, $19.18; and Winnipeg, $18.21. Per person averages: Montreal, $6.80; Vancouver, $6.53; Toronto, $6.52; Winnipeg, $5.49; and Halifax, $4.95.

• • •

**Whereas fifty years ago most foods were sold in small neighborhood grocery stores and meat markets, it is roughly estimated that today more than 50% of all foods is sold in supermarkets.**



**BULK DELIVERY—The combination of a flour mill and a trucking line which specializes in bulk distribution brought bulk flour to Mead's Bakery, Inc., Amarillo, Texas, recently. Pillsbury Mills, Inc., loaded the Smith Transit Co. truck at its Enid, Okla., mill, demonstrating that such shipments can travel substantial distances in a matter of hours if necessary. Watching the unloading of the first shipment are, left to right, Robert Mead; E. P. Mead, president of the bakery; Robert Atwell, of the Transit firm, and Arthur Grimm, general traffic manager for Pillsbury Mills at Minneapolis.**




**MODERN DIET—The Chapman & Smith Co. of Chicago has issued to bakers the third in its "Modern Diet" series of attractively-styled posters designed to stimulate baked foods consumption in the young-modern set. This girl is a redhead, and she continues to publicize the phrase "Eat Nutritious Baked Foods Daily." Walter H. Rose, sales vice president of the firm, emphasizes that all of the baking industry "must unite in the effort to influence consumers."**

## Pillsbury President Explains Improved Marketing Setup

BUFFALO—The new distribution center established at Buffalo by Pillsbury Mills, Inc., will increase immeasurably the efficiency with which the company will be able to market its products, according to Paul S. Gerot, president. Mr. Gerot said the center has made Buffalo Pillsbury's "central distribution point for the eastern part of the U.S."

Mr. Gerot went on to explain that a Pillsbury customer in Boston will be able to have his order invoiced and on the way from the Buffalo mill within one day under the new distribution arrangement. The company plans to use IBM calculating machines in the new Buffalo center to keep track of thousands of customers' order at a considerable saving in costs.

Mr. Gerot's remarks were made during a recent district sales and marketing conference of company personnel. Also in attendance was Robert J. Keith, executive vice president, and Earl A. Clasen, vice president in charge of marketing.

Mr. Gerot said that the Buffalo office services about 30% of the U.S. population, accounting for the distribution of products from mills in Hammilton, Ohio, Springfield, Ill., and Buffalo. It serves also as the distribution center for sales offices throughout the East, he concluded.

—BREAD IS THE STAFF OF LIFE—

**KROGER SALES RISE**

CINCINNATI, OHIO—Sales of the Kroger Co. for the fifth four-week period ended May 18, totaled $127,941,647, an increase of 11% over sales of $115,184,432 for the corresponding four-week period a year ago. Cumulative sales for the first five periods of 1957 totaled $623,987,364, a 12% increase over sales of $556,641,078 for the same five periods in 1956. The average number of Kroger stores in operation during the period was 1,458, compared with 1,538 during the 1956 fifth period, a decrease of 5%.

# THE BAKE SHOP TroubleShooter

## Blending Flour

We have purchased a blending machine, for manufacturing prepared doughnut flour, and would appreciate some suggestions as to its use.—W.C.N., Cal.

Making prepared mixes requires a lot of study and experimentation. Unless you are in a position to do a considerable amount of experimenting to obtain desired results, you would be better off to purchase mixes. Large concerns manufacturing these mixes have their own experimental bakeries, plus technically trained bakers and chemists.

You also asked how long a mixture should be mixed before it is blended. That would depend a great deal upon the speed of the machine. The results can only be found by experimentation.

In making cakes, the sugar, shortening, salt and flavor are mixed together. The flour and leavening are then added. If you intend to use powdered milk in the mix you should replace 1 qt. liquid milk with 4 oz. milk powder plus 1 lb. 14 oz. water. For powdered eggs you should figure 1 lb. powdered whole eggs plus 3 lb. water, 1 lb. yolks plus 1 lb. water, 1 lb. whites plus 6 lb. water.

There is no need to add anything for killing or stopping mold. I have never heard of powdered mixes becoming moldy, unless stored in a dark moist place. There is no danger of the leavening separating from the rest of the mix upon standing. The ingredients should all be thoroughly blended. When prepared mixes become old they may become infested with weevils. However, if it is necessary to keep these mixes for a long period of time it should be kept at a temperature below 45°.

Here are two formulas for machine-made doughnuts, using dry mixes, which may give you some ideas of procedures to use in mixing other prepared formulas.

### MACHINE DOUGHNUTS
### (Dry Mix No. 1)

Place in a mixing bowl and mix on slow speed until dry ingredients are coated with shortening:

20 lb. fine granulated sugar
1 lb. salt
8 oz. soda
8 oz. mace
3 lb. milk solids (nonfat)
5 lb. shortening

**Sift together and add to the foregoing slowly:**

15 lb. bread flour
27 lb. cake flour
1 lb. cream of tartar

Mix on slow speed for 20 min. Sift three times before using.

**Doughnut Batter**

18 lb. 4 oz. dry mix
2 lb. 8 oz. whole eggs
4 lb. water (variable)
2 oz. vanilla extract
2 oz. lemon extract

Place in a mixing bowl and mix for 10 to 12 min. On a 3-speed mixer use second speed. On a 4-speed mixer use third speed.

Batter temperature 75° F. Floor time, 15 min. Fry at 375° F.

### MACHINE DOUGHNUTS
### (Dry Mix No. 2)

**Mix together thoroughly on slow speed until shortening is blended with sugar:**

5 lb. granulated sugar
14 oz. shortening
3 oz. salt
2 oz. mace

**Sift together and add to the above:**

13 lb. 4 oz. cake flour
2 lb. 8 oz. bread flour
1 lb. powdered egg yolk
1 lb. 4 oz. milk solids (nonfat)
8 oz. baking powder mixture

Mix 15 min. on slow speed. Sift three times before using.

**Baking Powder Mixture**

**Mix together thoroughly:**

2 lb. cream of tartar
1 lb. soda bicarbonate

To every 10 lb. doughnut flour use about 3 lb. 12 oz. cold water. Add flavor to suit. Mix for 2 min. on third speed on a 4-speed machine or second speed on a 3-speed machine. Fry at 385° F.

## Cake Doughnuts

We have experienced difficulty making a good-tasting nice appearing doughnut that stays soft. Do you have any suggestions?—J.E., N.D.

A finer flour is a good part of the answer to your problem. The following formula will make a doughnut with a crust that is somewhat crispy. If you do not like the crispiness, you may soften the crust by reducing the sugar content. If you reduce the sugar content, it may be possible to increase the shortening somewhat. You may wish also to replace up to about 5% of the bread flour with soy flour. Undoubtedly you will have to experiment to find the exact type of doughnut you desire.

### CAKE DOUGHNUTS

**Place in a mixing bowl and mix thoroughly:**

7 lb. 4 oz. sugar
1 lb. shortening (regular)
6 oz. salt
3 lb. 10 oz. bread flour
1 lb. non-fat milk solids
2 oz. mace
9 oz. baking powder
14 lb. 6 oz. pastry flour

**Mix together and add:**

2 lb. 8 oz. yolks
9 lb. 8 oz. water (about 75° F.)
Vanilla to suit

Mix for 2 to 2½ min. on second speed.

Fry at 370-375° F.

## Poppy Seed Filling

Can you supply us with a good formula for poppy seed filling, one that we can rely upon for prolonged useage.—L. N., Mich.

You might try the following filling, it should serve your needs.

### POPPY SEED FILLING

1 lb. poppy seed
1 lb. sugar
2 oz. honey
½ pt. water
1 lb. cake crumbs
3 oz. eggs
Lemon flavor to suit

Soak the poppy seed in hot water for about 12 hours. Grind or rub the soaked poppy seed until thoroughly crushed.

Boil the sugar, honey and water and pour this over the crushed poppy seed. Then rub together the eggs, cake crumbs and flavor and add this to the poppy seed and syrup.

Add enough water to make a smooth spreading paste.

## Rye Bread

We have tried various formulas for rye bread, but never seem to come up with anything particularly authentic.—R. B., Okla.

When making rye bread the best type of white flour to use is the grade known as "first clear." This flour has the ability to carry the rye flour. It is essential, too, that you have plenty of steam in the oven. It is also a good idea to wash the bread with water, using a brush so that the top crust will be moist.

Here is a formula for a couple of sample loaves which you may try as an experiment.

### AMERICAN RYE BREAD

7½ oz. rye flour
1 lb. 2 oz. bread flour
1 lb. 1 oz. water (variable)
½ oz. yeast
½ oz. sugar
½ oz. salt
½ oz. shortening

Dough temperature 80° F.
First punch 1 hr. 45 min.
Second punch 45 min.

Rest for 15 min. and round up the loaves. Rest for about 15 min. and then make up in either round or long loaves.

Give medium proof and bake at about 450° F.

Use plenty steam in the oven.

Give loaves 3 or 4 cuts with a sharp knife before placing in the oven.

## Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

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(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

**The American Baker, P.O. Box 67, Minneapolis 1, Minnesota**

AT KANSAS WHEAT FIELD DAY:

# AIB Scientist Talks to Bakers, Millers, About Mutual Problems

By DR. WM. B. BRADLEY

**EDITOR'S NOTE: Dr Bradley is scientific and research director of the American Institute of Baking, Chicago. This article was delivered to the recent field day sponsored by the Kansas Wheat Improvement Assn. and Kansas State College, Manhattan, Kansas.**

Prehistoric man's most important discovery was the use of wild grains for human food. This discovery, made thousands of years before the birth of Christ, led to cultivation of cereal foods and development of the important grains as they exist today. This was the beginning of agriculture. It permitted the development of permanent settlements and abandonment of the nomadic life. Civilizations have developed only when the agricultural economy was based on a cereal economy. So important have cereals been to man's existence that they have become known as the "staff of life".

Next to rice, wheat is the most important food in the world and, when converted into bread, has become the "staff of life" which has permitted the development of this country. Those who have been responsible for the production of wheat and its conversion into food can be proud of their contribution to man's welfare.

As this country has prospered, it has been possible to divert more of our grains to animal feed, thus converting them into milk, eggs and meat which the prosperity of the U.S. permits the consumer to purchase in large quantities. As a result, in the U.S. per capita consumption of cereals, as such, has decreased radically over the past 50 years—a matter of concern not only to the wheat producer but to the processor.

Many reasons have been given for this decline. No single reason can explain all of it. The decrease in cereal consumption is undoubtedly due to a combination of many factors. One is the economic status of the public as a whole which permits the purchase of more expensive food items. A second is the greater amount of advertising devoted to food other than cereal products. A third is that some of the other food industries have indicated the value of the higher cost foods in the human diet. Nutrition information tends to emphasize the more completely investigated foods and thus to minimize the contributions made by grains. A fourth, and very important one, is the availability the year around of a greater variety of foods that previously were available only for a limited period each year. Improved transportation and refrigeration have made this possible. These foods have tended to replace the old-time staples.



Dr. Wm. B. Bradley

## Changes Made

In the meantime, there has been a change in cereal foods brought about by demands of the consuming public. Today's loaf of bread bears little resemblance to that produced commercially in 1900. It is a softer, more voluminous loaf made from a formula requiring the use of shortening, sugar and milk which were not normal constituents of bread (except certain specialty breads) in 1900. The addition of these ingredients to dough has served to replace some of the flour previously used. Thus the decreased flour consumption indicates a greater decrease in bread consumption than is actually the case.

As I indicated previously, these changes have been brought about as a result of consumer demand. An excellent study to determine the influence of formulation and volume on consumer acceptability was made by the Department of Agriculture a few years ago in Rockford, Ill. A sample of the population was taken, care being used to select the sample to represent the various income, age groups and nationality groups in the proportions found in the Rockford population. Families which constituted the sample were furnished bread having high or low lard, sugar and nonfat dry milk content, and high or low volumes. Bread with the low specific volume simulated that which came from grandma's oven, the bread about which certain writers wax eloquent. Consumption of the various breads by this sample was noted. Each family was asked to rate the bread on a scale which ranged from "like extremely" to "dislike extremely."

A higher rating was given to bread containing the high levels of sugar than was given to the bread containing low levels of sugar. Further, the bread containing the high levels of sugar was eaten in greater quantity than the bread containing the low level of sugar. Bread containing the high levels of milk was rated higher than the bread containing no milk. The greater consumption of the bread containing the milk reflected this preference. The large volume, soft-textured bread was rated higher than the low volume, firmer loaf. But, in this particular instance, the consumption of the less preferred bread was greater than the consumption of the preferred loaf. This apparent conflict is really no conflict at all. Those consuming the more compact bread were forced to eat more of it, since the weight of a slice of the compact loaf was greater than a slice from the more voluminous loaf. The obvious conclusion, that an effective way of increasing bread consumption is to decrease the volume of the loaf, is not valid. Under ordinary conditions the consumer is free to select what she wants to purchase and eat, and since she prefers the loaf of greater volume, she will select it in the market place in preference to the more compact bread.

## Bread Volume

Production of good quality bread of high volume requires the use of strong wheat flours. The volume of a loaf is dependent upon the quality and quantity of the gluten produced when a dough is mixed. The mechanical factors involved in the development of the gluten and the mellowing of it during fermentation, so that quality bread may be produced, are under strict control of the baker. The mechanization and control systems used in the modern bakery completely eliminate the guess-work required to produce quality bread in grandma's kitchen. The baker, however, is dependent upon the miller for flour of uniform quality possessing the characteristics necessary to produce the type of bread demanded by the public. The miller is required to exert every skill and control measure at his disposal to produce such flour from wheat crops which vary considerably in their characteristics.

Few people outside the milling and baking industries seem to realize the wide variation in composition and performance that may exist between flours milled from two samples of wheat. These differences in wheat are due to differences in soil, climatic conditions and variety. The wheat producer has no influence over the climatic conditions under which his crops are grown but he has complete control over his selection of varieties to be planted. This past year, Mother Nature furnished the climatic conditions in Kansas that enabled Kansas to produce the strongest wheat in its history. Whether this will be repeated this year, next year or 10 years from now, no one can predict. Should nature not be so kind, your only opportunity to approximate this past year's performance is through the production of proven strong varieties.

Unfortunately, in the breeding of new wheat varieties proper emphasis has not always been placed on the usefulness of the wheat to the miller and baker. As a consequence, some varieties having poor or mediocre baking qualities have been made available to the producer. Such varieties do not make possible the production of bread which meets with the greatest consumer acceptance and, therefore, leads to a decreased wheat consumption. Fortunately for the wheat producer, there are available many strong wheat varieties such as Comanche, Ponca, Cheyenne, Tenmarq, Bison and Nebred, which are rust resistant, don't shatter, have strong stems and give good yields in the State of Kansas.

Legislative efforts in Kansas have made possible the support of a Kansas Wheat Commission from a tax levied against wheat production. The efforts of this commission will be directed toward increasing the demand for wheat. It is gratifying for those of us whose activities have been devoted to this end for some time to see others join us. For many years the bakers have had programs designed entirely or, in part, to promote the use of greater quantities of baked foods, and thus increase wheat consumption.

## Bakers of America

The Bakers of America Program, voluntarily supported by many baking companies both large and small, has sponsored nationwide advertising of baked foods directed not only to the ultimate consumer, but also to professional people such as doctors and dentists, to improve their appreciation of the nutritional value of the baker's products. The Bakers of America Program makes possible the efforts of the Consumer Service Department of the American Institute of Baking. This department has developed many teaching aids for schools and public health programs throughout the country for the purpose of teaching nutrition. The department maintains a field staff of trained nutritionists who work with schools in teaching nutrition and the nutritional value of bread and other wheaten foods.

## Aims of Research

The institute conducts research aimed at the improvement of baked foods and designed to add to our knowledge of the nutrients contained in them. Our knowledge of the nutritional value of wheat in the human diet is grossly deficient. Because of limitations of money, facilities and personnel, we cannot possibly accomplish all the nutrition research necessary to complete our knowledge of the role of wheat in human nutrition.

It would be particularly valuable should Kansas, Nebraska and Oregon and any other wheat producing areas, which might develop wheat commissions, support research within their own states to add to the knowledge of the role of wheaten foods in the human dietary. An improvement in that knowledge would serve to increase the prestige of foods made from wheat. It is absolutely necessary to enable one to redesign these foods so they will better meet human needs. Certainly, this information is necessary for a sound promotional program.

——BREAD IS THE STAFF OF LIFE——

# SBA Announces Insurance Plan For Members

ATLANTA — A new group insurance plan, with broad coverage and a number of unique features, has been offered to member firms of the Southern Bakers Assn., Inc., with headquarters in Atlanta, it has been announced by Benson Skelton, president.

All retail and wholesale baking firms and allied businesses are eligible for SBA membership, thus qualifying for participation in the insurance coverage. A brochure describing essential details will soon be forwarded to baker and allied members.

The SBA's new insurance carrier, Employers Mutuals of Wausau, Wis., is offering bakers and allieds a choice of four plans, ranging in daily hospital benefits of eight to 18 dollars for owners, officers, supervisors, and employees. Mr. Skelton said that the plan provides surgical benefits, in-hospital medical benefits as well as accident and sickness weekly indemnity. A $5,000 blanket polio benefit is also included.

In addition, there is also provision for life, dependent's coverage, accidental death and dismemberment coverage. This section of the plan is carried by Minnesota Mutual Life Insurance Co. of St. Paul.

The program will be effective when 400 persons are enrolled, said Mr. Skelton. A minimum of 75% of each employer unit is required.



**WHEAT FIELD SCENES—In the illustration at the left above, R. B. Laing of the Abilene (Kansas) Flour Mills Co. and Elmer W. Reed, Kansas Milling Co., Wichita, take time on the return trip to Kansas City to review the Wheat Field Day. In the center illustration, R. D. Dickinson of the Great A&P Tea Co. in Minneapolis chats with Harvey J. Patterson, Pillsbury Mills, Inc., Minneapolis. At the right, Robert M. Pease, Colorado Milling & Elevator Co., Denver, looks on as Walter C. Berger, administrator of the Commodity Stabilization Service, Washington, D.C., emphasizes a point in his discussion. At the far right are Robert H. Montgomery, of the Montgomery Co. in Kansas City, and C. B. Hanson, Nebraska Consolidated Mills Co., Omaha.**

# Kansas Wheat Field Day Attracts Nation's Bakers

KANSAS CITY—A two-day gathering of millers, bakers, allied tradesmen and wheat producers here and in Manhattan, Kansas, recently gave everyone an opportunity to observe the condition of the new Kansas wheat crop and exchange views on the coming crop year.

Highlights of the annual Wheat Field Day included a banquet at the Hotel Muehlebach recently, at which visiting millers and bakers were the guests of the millers of the Kansas Wheat Improvement Assn., and the demonstration at Kansas State College.

A large group of millers and bakers rode the special train to Manhattan, where the Wheat Field Day got under way with tours of the experimental wheat plots. Following lunch, the formal program presented views on the wheat situation as seen through the eyes of government and baking experts.

There are indications the peak in total price support operations may be past, Walter C. Berger, administrator of the Commodity Stabilization Service, told Midwest wheat producers, millers and bakers during the annual Kansas wheat field day.

Also appearing on the wheat field day program was William B. Bradley, scientific and research director of the American Institute of Baking, who spoke on "Wheat, Bread, and the Consumer." (See page 44.)

"The decrease in cereal consumption is undoubtedly due to a combination of many factors," Dr. Bradley said. "One is the economic status of the public as a whole which permits the purchase of the more expensive food items.

"A second factor is the greater amount of advertising devoted to food products other than cereal products.

"A third is that some of the other food industries have devoted more time and money to research—and this research has indicated the value of the higher-cost foods in the human diet."

Nutrition information tends to emphasize the more completely investigated foods, Dr. Bradley said, "and thus minimize the contributions made by grains."

A very important fourth factor, he said, is the present availability throughout the year of a great variety of foods that previously were available only for a limited period each year. Improvements in transportation and refrigeration have made this possible.

The AIB official termed "unfortunate" the breeding of new wheat varieties in the past without proper emphasis being placed on the usefulness of the wheat variety to the miller and baker.

"Varieties having mediocre baking qualities have been furnished the producer and these varieties did not allow the production of bread meeting with the greatest consumer acceptance and, therefore, led to a decreased wheat consumption," Dr. Bradley said.

W. W. Graber, administrator of the newly-formed Kansas Wheat Commission, supported by a 1/5¢ bu. levy on Kansas wheat, appeared on the program briefly to discuss the commission's activity.

There was a representative group of bakery flour buyers as usual at this year's meeting. It included among others:

A. G. Hessel, director of purchases, and Fred Pfizenmayer, flour buyer, Continental Baking Co., New York.

C. E. Lair, National Biscuit Co., New York.

Steve Vesecky, vice president and flour buyer, Campbell-Taggart Associated Bakeries, Dallas.

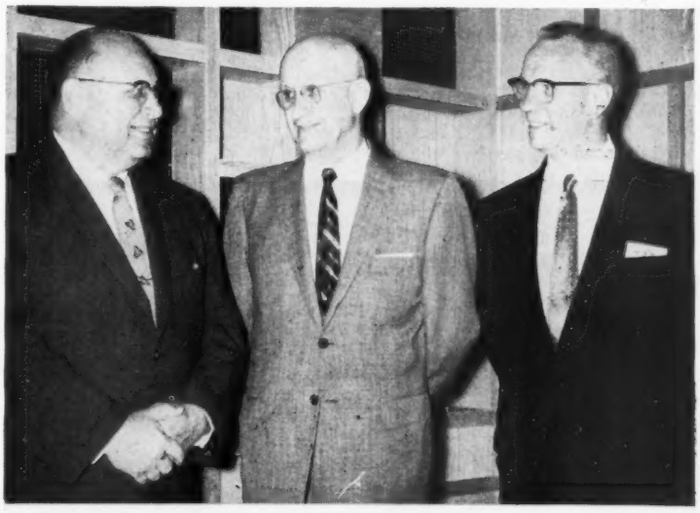
A. W. Koss, vice president and director of purchases, American Bakeries Co., Chicago.

John Dow, president, and C. R. Branting-

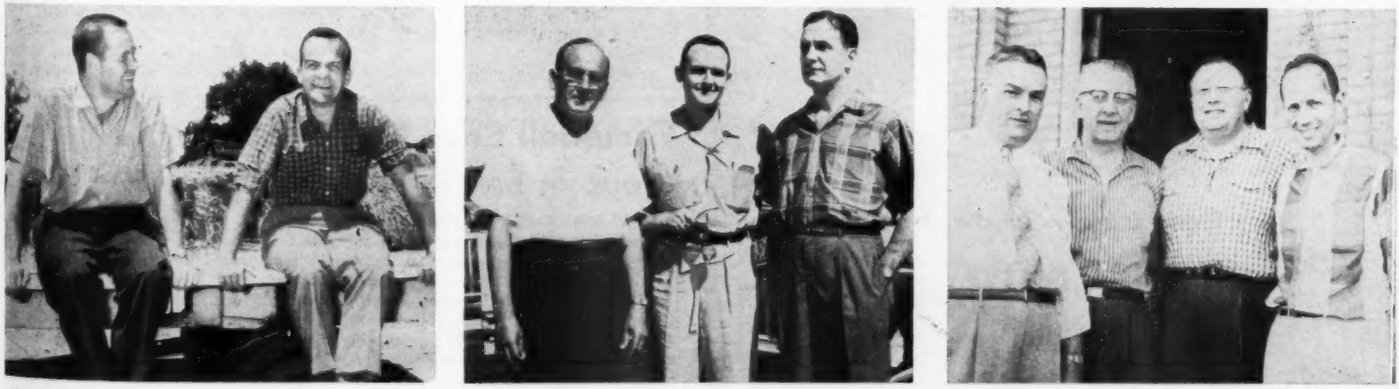
(Turn to **FIELD DAY** on page 52)

## FIELD DAY COVERAGE

**This photographic report of the annual Wheat Field Day was reported by the following members of The American Baker staff: Frank W. Cooley, Jr., of Minneapolis, and Martin E. Newell and Thomas E. Letch of Kansas City.**



**SPEAKERS MEET HOST—During the Wheat Field Day held at Kansas State College last week, the two principal speakers took the opportunity prior to the formal program to meet the acting president of the Manhattan, Kansas, college. Left to right above are Walter C. Berger, administrator of the Commodity Stabilization Service, Washington, D.C.; Arthur D. Weber, dean of agriculture in addition to his president's post, and Dr. William B. Bradley, scientific and research director of the American Institute of Baking, Chicago.**



**SEEN AT MANHATTAN—Sticking to the wagons until lunch time are, at the left, J. A. Mactier, Nebraska Consolidated Mills Co., Omaha, and Philip Von Blon, International Milling Co., New York. Waiting for the Manhattan, Kansas, Chamber of Commerce volunteers to provide transportation to the railroad station are (at center) left to right, Walter J. Kuckenbecker, Red Star Yeast & Products Co., Kansas City, Kenneth L. Frank and Robert Skeffington, both with Red Star in Milwaukee. At the right, waiting to board the special train at the Manhattan railroad station are several millers from the Southwest. They are, left to right, John Blowers and Paul M. German, both with Standard Milling Co., Kansas City; Hubert C. Edwards, Higginsville (Mo.) Flour Mills, and Paul Uhlmann, Jr., Standard Milling Co., representative at the field day.**

## Bakery Merchandising

# Food Industries Move Into All-Out Sandwich Promotion

CHICAGO — With the distribution of merchandising sampler kits, sales teams representing the biggest names in food are moving into action in a coordinated drive behind National Sandwich Month.

The kits, distributed from the Wheat Flour Institute, tell the complete story. A basic manual, "Get Your Slice of Profit," describes the promotion, names participant-sponsors; tells the record of prior years; catalogs basic materials; and provides suggested ideas of use. Food manufacturers, processors, distributors, brokers, retailers, supermarkets, chains and voluntary groups, as well as the restaurant industry, were advised to "Hitch a ride to profit—let Mighty Mr. Sandwich build August sales for you!"

The basic idea has proved amazingly successful in the six years since National Sandwich Month was launched, the institute points out. More than 90 million sandwich meals are eaten each day. Consumption peaks in August—when homemakers welcome kitchen relief and emphasis falls on travel and relaxed, easy living.

While sandwich meals are a specific idea, the menu calls for thousands of different kinds of food—with soups, salads, spreads, fillings, beverages, desserts, hot and cold combinations—everything from a backyard barbecue to the food at a wedding reception.

**Welcomed by Food Industries**

The food industries welcome the promotion because it places brand-name products in a suggested pattern for whole meals. Food editors follow through with their own ideas. Restaurant people cash in on the promotion individually, working with suppliers. Grocery and supermarket operators support the campaign because it sells all foods throughout a store.

More than 300 participant-sponsors now annually support the drive. Advertisers include: Armour, Anheuser-Busch, Beatrice Foods, Beech-Nut, Best Foods, Borden, California Packing, Campbell, Carnation, Coca-Cola, Cudahy, Dad's Root Beer, Dixie Cup, R. T. French, General Foods, H. J. Heinz, Hires Root Beer, Hunt Foods, Kraft Foods, Leslie Salt, Libby, McNiell & Libby, Miller Brewing, Nehi, Nestle, Procter & Gamble, Oscar Mayer, Pabst, Pepsi-Cola, Pet Milk, Rath Packing, Real Lemon, Schlitz, Sealtest, Seven-Up, Snow Drop, Standard Brands, Star Kist, Stokely-Van Camp, Sunkist, Swift, Tee-Pak, Tidy House, Wm. Underwood, United Fruit, Van Camp Sea Foods, Visking and many others.

**18,000 Retailers Included**

Retailers include: American Stores, A. & P., Big Bear, Grand Union, IGA, Jewel, Kroger, Mohican Stores, Mott's, National Tea, Red and White, Safeway, Stop and Shop, as well as thousands of independent and cooperative chain groups. Last year more than 18,000 stores were counted on the basis of advertising tear sheets or actual shipments of materials—a figure that does not include thousands of additional outlets covered by participant-sponsors with their own materials.

Participant-sponsors this year are offering eight new full-color, 21 inch by 28 inch posters featuring as many prize-winning sandwiches from the "20 Best of the Year." Basic commodity posters and recipes for the "20 Best Sandwiches of the Year" are offered, together with a "Merchandising Ad Clip Kit"—a sheet of reproduction artwork for use in store ads.

The National Restaurant Assn. has made available a similar "Restaurant Ad Builder" on the sandwich theme —offering suggested copy and artwork for restaurant operators' use in newspaper, radio and television. The "20 Best Sandwiches of the Year" were developed in a restaurant industry contest and judged by a panel of leading food editors.

Campbell Soup illustrates one approach to the profit potential in Sandwich Month. Campbell has scheduled "Soup 'n Sandwich" ads for Life, Post, Good Housekeeping, Parent's, Capper's and Successful Farming. Point-of-sale materials and individual "Soup 'n Sandwich" displays extend the advertising impact to the retail level. Campbell's two network television shows — "Lassie" and the Joseph Cotten show, "On Trial"— carry "Soup 'n Sandwich" commercials. An entirely separate package of Campbell materials was made up for merchandising a "Soup-Sandwich-Dessert" theme in the restaurant industry—implemented with backbar strips, menu tip-ons and suggested menu listings in a "triple header promotion."

The "Grand Champion Sandwich of the Year" will be announced July 31 at a national press party in New York City.

A different approach for exploitation of Sandwich Month comes from the West Coast where Leslie Salt has lined up more than 5,000 stores including major chains and independents — making Sandwich Month the biggest promotion ever undertaken in that area. Leslie Salt purchased more than 30,000 full-color point-of-sale posters with brand imprint to capture the eye of West Coast shoppers.

Evidence of chain baker participation comes in the report of the sale of millions of "Sandwich Time" end labels for wrapped commercial bread. Another baker plans distribution of two million recipes. Still another works the Sandwich Time theme into a complete advertising campaign.

The drive behind complete sandwich meals is spurred even further by U.S. Department of Agriculture food promotion personnel.

Additional information and details of specific activity by individual participant-sponsors may be obtained by writing the Wheat Flour Institute, Coordinating "August - is - Sandwich Time," 309 W. Jackson Blvd., Chicago 6, Ill.

——BREAD IS THE STAFF OF LIFE——




**SANDWICH MONTH POSTER—One of a series of 18 21 inch by 28 inch full-color "Sandwich Time" posters available from the Wheat Flour Institute is shown above. Each one of these "silent salesmen" features a sandwich meal with at least five or more different items of food. Eight posters show "Prize Winner" sandwich meals, including the "Grand Champion of the Year."**

# Forecast Is For Bigger Supermarkets

CHICAGO — According to Joseph Hall, president of the Kroger Co., the swing to big supermarket operations by the food industry is moving rapidly. In a talk before the Executives Club of Chicago, he said that sales of his company, by way of illustration, totaled only $244 million in 1931, compared with $1.5 billion in 1956.

Mr. Hall said that his firm's sales at each store in 1931 averaged $47,000, compared with an average of $1,000,000 for each store in 1956, or 21 times greater. From all indications supermarkets are going to get bigger, said Mr. Hall. While the average floor space now is between 5,000 and 10,000 sq. ft. for each store, some of the new ones are so immense that they cover up to 100 000 sq. feet of floor space. He mentioned stores in Fort Wayne, Ind., and New Orleans as examples.

Mr. Hall's talk was reported in the regular bulletin of the Inter-Industry Bakery Package Committee, Chicago. It included a chart showing how, despite the increase in sales of five large chain stores since 1931, the actual number of stores doing business in 1957 is only a fraction of the total number in the earlier year.

# Campbell Soup Co. Will Promote "Soup 'n Sandwiches 'n Dessert"

NEW YORK — A "Triple Header" promotion especially tailored to the needs of the food service industry and highlighting "Soup 'n Sandwiches 'n Dessert" will be featured by the Campbell Soup Co. during July and August. Special four-color promotional material will enable operators to have a different "Triple Header" combination of "Soup 'n Sandwiches 'n Dessert" for each day of the week and use a single unit price for all three items.

"The campaign, which also ties in with the annual August sandwich promotion of the Wheat Flour Institute and National Restaurant Assn., is Campbell's most elaborate institutional promotion to date," S. W. Coburn, manager, institutional sales, pointed out. "We think food service operators have a real opportunity here," he said, "because sandwiches can be so easily adapted to related-item selling."

Six back bar banners — one for each day of the restaurant week— and 10 each of six tie-in menu clip-ons are provided in a promotion kit available from the Campbell Soup Co., Restaurant Division, Camden 1, N. J. The material was shown at the




**These six back bar banners featuring a different "Soup 'n Sandwich 'n Dessert" combination for each day are being offered by the Campbell Soup Co. as part of its July-August "Triple-Header" institutional promotion. Six menu clip-ons are also available.**

recent restaurant show in Chicago, and was later on displayed at the Millers National Federation in that same city.

"All those who have heard about the promotion have been enthusiastic in their support," Mr. Cobourn said. "The 'Triple Header' combinations featured in the promotional material are popular tested menu items and are all proved sellers. We think offering meals in these combinations will result in larger individual checks for the institutional operator. They should also mean easier handling of food and quicker turnover of customers for operators."

Full page four-color ads on "Soup 'n Sandwiches 'n Dessert" are running in institutional magazines in July. Campbell's is also featuring "Soup 'n Sandwiches 'n Dessert" in consumer magazines and on the company's two TV shows, "The Joseph Cotten Show—On Trial" and "Lassie."

# Free Ball Game, Pony Put Over Pennsylvania Promotion

Take one energetic group such as the Retail Master Bakers Association of Western Pennsylvania that is willing to work hard. Persuade it to dangle before youngsters the prospect of seeing a major league baseball game, mix in plenty of hard work, and you have a promotion that will draw 98% cooperation of member bakeries.

It happened just that way.

Western Pennsylvania bakers built up the baseball game with free pony rides for the children weeks before the ball players took to the diamond. It didn't take the kids long to find out that a walk to the neighborhood bakery might mean a pony ride and a ticket to the ball game for sure, all wrapped up in one trip.

More important, the bakers were basically interested in germinating in the youngsters the habit of visiting the nearest bakery when Mom would send them to the store. This the bakers believe was accomplished.

Although the promotion required considerable work, Western Pennsylvania bakers say that it received the cooperation of 98% of their membership, in contrast with only 60% acceptance two years before when a helicopter stunt was tried.

### Publicity Build Up

Publicity was an important part of the build up. Press releases were sent to every member baker advising him to notify his local newspaper of what was to take place. As an example of the newspaper cooperation, one story that was printed explained that "2,000 bakers, members of their families, employees and customers would observe a father-and-son day at Forbes Field, where the Pittsburgh Pirates would play a doubleheader with the Milwaukee Braves."

The news release explained that a parade of 250 bakers led by a U.S. Marine Corps color guard would be on view during the game, and that a pony would be given away.

The same story, repeated throughout the area, was careful to point out that tickets for the pony would be given away by local retail bakers, members of the Retail Masters Bakers association, and to all persons attending the baseball game.

How much did the promotion cost, who did the work, and how did they make it pay off?

The association managed, by buying in quantity, to reduce costs of the baseball tickets from $1.88 to $1.15 per thousand. The leg work was reduced from previous, similar promotions, too. The baseball promotion required half a dozen men and the ticket sellers.

The membership committee tried to sell 1,000 baseball tickets. In Pittsburgh, where the ball club sets aside 5,000 grandstand tickets regularly for sale to organizations requesting them in lots of 25 or more, the bakers association sold more than 900 tickets in the sections between home plate and first base. The Pittsburgh baseball club worked closely with the association, which in turn presented each team with a cake, and, in addition, gave another big cake to the working press.

Co-chairmen of the promotion were Ernest Gysegem, Gysegem Quality Bakery, Charleroi, who two years ago landed at Forbes Field in a helicopter; Earl Hehman, Anheuser-Busch, Inc., and R. F. Dunkelberger, Bergman's Bakery, Millvale. The ticket chairman was William Giltenboth. The membership committee included George Johnson, Roy Alberts, Ed Ryan, Richard Mizgorski and William Hartner.

Of 300 bakeries in Western Pennsylvania, 110 are association members, and 108 participated in the promotion. (The two unrepresented bakeries do not cater primarily to neighborhood trade.) Each participating bakery received 500 free tickets and three posters carrying a picture of the pony. Each bakery was allowed to purchase additional tickets at $2.50 per thousand, and additional posters for 75¢ each. Some bakeries received only their 500 free tickets; others purchased additional tickets ranging in number from 4,000 to 18,000.

As part of the build-up a pony each day visited an association bakery. Several youngsters were given rides. Each time a youngster visited the bakery during the week he received a free baseball ticket with his purchase.

The pony was not stopped for rides in front of a bakery unless its owner had paid his dues, ordered his promotional material and displayed it when the pony arrived.

The men traveling with the pony would stop at the association bakery and say "hello." But if the promotional material was not displayed, the pony would depart for the next bakery whose owner was alert enough to participate.

This alertness caused six bakeries, seeing the pulling power of the promotion on children the day the pony arrived at a competitive bakery, to promptly call the association to ask why "their" material had not arrived. These bakeries promptly paid their dues, paid for their promotional material, and made arrangements for the pony to be in front of their bakery.

Because many mothers send their children to the bakery for bread, the association expects youngsters to have acquired in one week the beginning habit of going to the member bakery.



**"CHERRY PIE TIME"—A girl steps out of her calendar to remind us that "Cherry Pie Time" gets under way Aug. 15 with a two-month promotion behind red cherries. The National Red Cherry Institute is offering a kit of full-color display pieces including freezer cabinet posters, store banners, price cards and shelf talkers. In addition, especially adapted banners and posters are available for bakery outlets Special promotion materials for the restaurant industry include colorful place mats and table tents. W. B. Powell, executive-secretary of the institute, says large segments of the food industry have already completed arrangements to tie in with the "Cherry Pie Time" promotion.**

# *Eminent Scientist Says American Bread Among World's Best*

CHICAGO—When Dr. Robert Harris, eminent scientist and head of the department of food technology at Massachusetts Institute of Technology, spoke to the press at the annual consumer service department program during the American Home Economics Assn. convention, he paid high tribute to American enriched bread.

Speaking to 70 food editors and writers of the country's newspapers, magazines, radio and TV, at a dinner given at the Missouri Athletic Club in St. Louis June 24, Dr. Harris told of extensive research which his department has been conducting.

Enriched white bread from the U.S. placed in the highest group of the world's bread analyzed for their nutritive value. This was the report which Dr. Harris gave in his talk on "The Nutritive Value of Modern Breads Throughout the World."

Breads, like people, have their national characteristics. They also have their special nutritive values. In the study, 37 samples of bread were collected in 13 countries. They represented the popular breads of Australia, Austria, Cuba, Denmark, Finland, France, Germany, Italy, Norway, Philippines, Sweden, Switzerland, and the U.S.

Each sample was submitted to 17 analyses in order to determine the nutrient content, as follows: water, fat, protein, carbohydrate, ash, calcium, phosphorus, iron, thiamine, riboflavin, niacin, pantothenate, folic acid, vitamin $B_6$, vitamin $B_{12}$, lysine, methionine and trytophan.

These 37 samples were then ranked according to relative richness of each with respect to each nutrient. The rankings for the nutrients in each sample were then averaged to determine its overall nutritive value with respect to the others.

In these analyses, the enriched bread of the U.S. ranked second. It was the Finnish semi-white bread (made with a low extraction flour, whole wheat, and milk solids) that was first. A semi-white bread from Switzerland ranked third.

Dr. Harris stated, "the enriched white bread with 3-4% milk solids is excellent nutritionally, and compares favorably with the world's breads."

According to type of bread, enriched white bread ranked first, rye bread second, semi-white bread third, rye-wheat bread fourth and unenriched bread fifth, and last.

As a feature of the dinner, breads of 13 countries of the world were especially baked for the occasion, and each bearing its national flag, made up the center piece of the speakers' table.

Members of the baking industry from St. Louis, who with their wives were special guests of the occasion included: Walter Schuchardt, Lake Forest Pastry Shop, former Associated Retail Bakers of America president; Arthur E. Weber, and Paul C. Guignon, Anheuser-Busch, Inc. It was through the courtesy and cooperation of Mr. Guignon that the facilities of the club were made available for the dinner, and for the guest speaker.

—BREAD IS THE STAFF OF LIFE—

### DIVIDEND DUE

MINNEAPOLIS — The Board of Directors of General Mills, Inc., has declared a dividend of 75¢ a share on General Mills, Inc., common stock payable Aug. 1, 1957.

# Bakers' Council Offers Handy Book Of Baked Food Ideas for Restaurants

The Virginia Bakers Council, Inc., has put together a booklet of helpful hints for increased use of baked foods in restaurants. It is being offered to bakers as a method of reaching for increased sales in public eating establishments and, at the same time, building goodwill for bakery products. It also offers the restaurant owner a way to increase "his" food sales, explained Harold K. Wilder, executive secretary of the bakers council.

The material makes such suggestions as "put the old-fashioned bread basket back on the table," "dress up meal service with brown-and-serve rolls," and "use imagination in preparing bread for breakfasts." It also offers the restaurant owner some suggestions about preparing rolls and buns, proper storage, use of bread in other dishes, and other fairly technical information familiar to bakers but sometimes not to restaurant owners, which could be appreciated if properly presented. More importantly, the booklet is accompanied by several pamphlets, some of them American Institute of Baking or Bakers of America Program material, designed to be given to the restaurant operators and containing more detailed information about the subjects covered in the Virginia council's booklet. Independent bakers may obtain copies free by writing the council, 5 S. 12th St., Richmond, Va.

"This plan, and the booklet, are the first step to something more comprehensive. We believe they can be put in the hands of many supervisors and bakery salesmen—for use when contacting the restaurant people—with good results," said Mr. Wilder. Some of the following advice may be second nature to bakers, but anyone who has been disappointed by the loss of the fresh, distinctive flavor of his bread in a public eating place knows it bears repeating:

## Put Bread Basket Back on the Table

A small basket of various types of bread sliced to bite size will dress up a dinner or luncheon table and give the customer something to nibble on and relax while waiting to be served. It also makes possible the serving of smaller entree or main dish portions, with a saving in meal costs.

A prominent restaurant operator stated that his practice of placing a basket of small varied rolls on the table at the moment a customer is seated, even before the order is taken, keeps the customer from getting restless and makes his meal check more profitable to the restaurant. He explained that by investing approximately 5¢ a person in variety breads and rolls, his restaurant reduced its main dish portion cost by about 20 to 25%. He regards bread as an investment, not an expense.

## How to Heat Rolls or Buns

This may be old stuff to bakers, but it is not to some restaurant proprietors: Many restaurants make a serious mistake in keeping baked rolls or buns in original cartons in steamers. This imparts to the rolls or buns a definite "off odor." These containers are intended solely to insure delivery under sanitary conditions. Many hamburger or hot dog has sent a customer away disgusted because of the distasteful odor resulting from the practice of keeping the rolls or buns in a steamer to keep them warm. It is a good idea to remove an advance supply of hamburger or hot dog buns from their original container and, if they are to be heated, either heat them on the grill while the hamburger or hot dog is being grilled, or put them on a cookie sheet or on a piece of metal foil and place them in the warming oven.

## Use Brown-and-Serve Rolls To Dress Meal Service

The increasing variety of brown and serve rolls available from most bakers now makes it possible for restaurant operators to serve hot rolls with meals at low cost and to the satisfaction of the customers. Bakers can supply restaurants with high quality brown and serve rolls, ranging from simple dinner rolls to such specialty items as hard rolls, whole wheat rolls and rye rolls. Brown and serve rolls can be dressed up as sweet rolls with very little effort.

One word of caution: Follow directions as on the package. Do not bake any brown and serve in original containers, unless so instructed on package, as in the case of foil-lined cartons or trays. Cardboard containers insure that they arrive in first class condition, but are not to be used for baking. Brown and serve items have a relatively long shelf life without refrigeration, even in warm weather. If ample refrigeration space is available, it is well to take advantage of it, but in ordinary practice, it is not necessary. When properly prepared and attractively served, they make a strong impression on customers. People do not like to have a couple of cold rolls plunked in front of them long after the main meal has been served. Brown and serve rolls, promptly and attractively served, can have the same result on portion costs as the old fashioned bread-basket already mentioned.

## Dress up Breakfast With Choice of Toast

Toast is a national breakfast favorite, but the same diet, day after day is monotonous. Toast can be glamorized or it can be a sad mess. A remarkable change comes over bread when it is toasted properly. It tastes sweeter and recaptures the mouth-watering aroma which wafts around a bakery while bread is baking or while toast is being served at home. Toast is the most popular way to serve bread for breakfast. (The Council sends a booklet with toast hints to the restaurant.)

## Use Bread for Many Fine Dishes

Bread is nutritious and inexpensive. Not only is it a good buy, but it is very versatile. It can be used in preparing many interesting main dishes which win high customer approval and have low preparation cost. Bread is high in essential vitamins which are not lost in cooking. It is easily digested. It is not fattening, despite the claims of the food faddists who are trying to sell something "to take the place of bread." Nothing can take the place of bread in the daily diet nor in the restaurant operators repertoire of food tricks. Meat loaf, ham loaf, casseroles or escalloped dishes of many kinds, and many desserts can be made with bread. The use of bread as a meat extender makes possible a wide range of dishes with true meat flavor and high nutrition at low cost. (Suggestions for the use of bread in main dishes are included with the pamphlet sent to the restaurant.)

Bread cubes carefully oven dried can be attractively used as garnish for many main dishes, incorporated in many salads, and served as croutons with soup. Flavored croutons are easily prepared. Onion, celery, garlic and other flavors can be easily incorporated into the croutons. (Some suggestions in preparation of croutons are included in the quantity recipe cards accompanying the pamphlet sent to the restaurant.)

## Bread Storage Helps Lower Meal Costs

A leaflet titled the "ABC" of bread storage gives many worthwhile suggestions on the proper storage of bread. It, too, is sent to the restaurant.

## Sandwiches Are Popular And Highly Profitable

Many interesting and appetizing sandwiches as main dishes for luncheons and in between periods of the day are easily made and always win customer approval, especially when combined with soup or a salad. (The council booklet then refers the restaurant owner to the pamphlet of sandwich suggestions which has also been given him, and to the series of recipe cards also included in the material.)

A few simple and inexpensive touches can turn a simple sandwich into a work of art. A small slice of sweet pickle, a radish, olive, a curl of carrot, a few potato or similar chips, a sprig of parsley, or any one of a dozen bits of garnish add to the attractiveness of a sandwich plate. A small portion of potato or vegetable salad adds to the attractiveness of the sandwich and changes it to a sandwich plate with a mark up at the cash register.

The addition of a cup of soup to the sandwich and salad plate is a noon day item which will win increasing favor as the combinations are varied from day to day.

There are people everywhere who like to think that they are counting their calories. These foibles can be turned into assets by the enterprising restaurant operator who features a daily "dieters delight" sandwich plate, perhaps one for the men, and another for the ladies. There are many highly profitable and very tasty and attractive sandwiches which contain relatively few calories. Some thought to meeting the needs of this segment of the population will win friends and pay dividends.

Here are two samples of low calorie sandwiches:

**CAREER GIRL**
**Orange-Slaw Bologna on a Bun**
**Cottage Cheese**
**Pear Vanilla Wafers Beverage**

**GENTLEMEN'S CHOICE**
**Cranberry-Turkey on Wheat Bread**
**Carrot and Cabbage Slaw**
**Angel Cake Beverage**

The council booklet refers the restaurant operator to AIB's "Turn to Sandwiches" material, and tells him how to obtain a copy. As a final sandwich reminder, the booklet suggests the use of a loaf with large slices, explaining that in the long run the large restaurant club is less expensive than the smaller sliced loaf, that it creates greater satisfaction and makes better sandwiches. It is suggested, too, that the crusts be used for croutons or stuffing.

And finally, the booklet refers to the "Invitation to Dessert" material and its suggestions for proper storage of cake, doughnuts, cookies and pies.

As a last reminder, the Virginia council reminds the restaurant proprietor that further help is available for the asking, and offers its address plainly marked.



**BOSTON OFFICERS—Loring Larson, of the Holiday Bakery, Wakefield, Mass., standing at center, was elected president of the Master Bakers Association of Greater Boston recently. Max Todd, Ideal Bakery, Dorchester, at the left, was elected treasurer, and William Meade, National Yeast Co., at the right, was elected recording secretary. Charles Connors, Connors Home Bakery, seated at the left, was named financial secretary. At the right is Edward LeBrun, of LeBrun's Bakery, Boston.**

# USDA Reports on Dietary Levels in South, Northeast and North Central Regions

**EDITOR'S NOTE: In 1955 the U.S. Department of Agriculture made a survey of food consumption in 6,000 U.S. households. USDA is now periodically releasing publications based on information obtained in the survey. The publications to date have been concerned with household food consumption and dietary levels. Reports on three of the dietary publications are presented here.**

## North Central

WASHINGTON — Farm diets are higher in many important nutrients than city diets, the U.S. Department of Agriculture has reported. In the North Central region one of the most rural in the country, one-seventh of the households live on farms.

A national food consumption survey conducted by USDA found that only in vitamins A and C do city diets rate above farm diets. Both groups of families used about the same amounts of fruits and vegetables, but city families ate more dark-green and deep-yellow vegetables for vitamin A and more citrus fruits for vitamin C.

Farm family diets were higher in energy value, because they contained larger quantities of dairy products, grains, fats and oils and sugars. Dairy products also contributed to the higher content of calcium, protein and riboflavin in farm diets. Larger quantities of grain products in farm family diets help to raise their levels of iron, protein and the B vitamins riboflavin, thiamine and niacin.

Home produced food is still important to families on North Central farms. Foods produced on the home farm gave families almost 50% of their calcium and riboflavin and at least 30% of the six other nutrients studied. Nearly half of the calcium and a third of the riboflavin that farm families consumed came from these home dairy products. More than a third of their protein came from home produced milk, meat and poultry.

Farm families with low incomes depend even more on home produced foods. In the North Central region farm households with money incomes of $2,000 to $3,000 had 16% more of the calcium they needed than farm families with incomes of $6,000 or over. This was largely because these lower income families drank more milk produced by their own cows.

Dietary levels in the North Central States closely paralled diets in the U. S. as a whole. Here, as in the rest of the nation, when household food supplies failed to meet nutritional recommendations, they were most often short in calcium and vitamin C. The states included in the North Central region study were North and South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Indiana, Michigan and Ohio.

## South

WASHINGTON — Family diets have shown great improvement in the South during the past 20 years, the U.S. Department of Agriculture reports.

About 40% of southern diets were classed as poor in a 1936 USDA survey. A 1955 survey indicates that only about 20% of southern family diets would probably be rated as poor by 1936 standards.

Although the survey showed that enough food was brought into most southern homes to provide more than recommended allowances for calories and the eight nutrients studied, dietary levels were lower in the South than in the U.S. as a whole. In southern diets the nutrients most often falling short of recommended levels were vitamin C, calcium, vitamin A and riboflavin in that order. Nutritionists suggest that in this region, as in the nation as a whole, families need more milk, fruits and vegetables to help raise the nutritional quality of their diets.

The levels of nutrients recommended by the National Research Council provide a safety margin over average needs, so families whose diets don't meet the recommendations are not necessarily malnourished. About 80% of southern families were getting two-thirds of the vitamin C recommendation, 90% had diets providing two-thirds of the allowances for calcium and vitamin A, and an even higher percentage were getting this much of the other nutrients studied.

Because farm people make up a greater part of the population in the South than in other areas, farm diet patterns are especially important in this region. Home produced foods supply southern farm families with about 30% of the calories, iron, thiamine and niacin, at least 40% of the protein and vitamin C and more than half of the calcium, riboflavin and vitamin A in their diets. Farm families got two-fifths of their calcium, one-third of their riboflavin, and one-sixth of their protein from home produced milk.

Urban diets in the South tend to include more vitamin C and A rich foods, but farm diets rate higher in all other nutrients.

In the South there was a more direct relationship between income level and nutritional quality of diets than in other regions.

Among city people, higher income families consumed more vitamin C, calcium, riboflavin and protein. Vitamin A was the only nutrient that did not reflect the income levels of urban families.

Among farm families, those with higher incomes got much larger quantities of protein and vitamins C and A, although amounts of calcium, calories, iron, thiamine, niacin and riboflavin in diets were about the same at all income levels.

Home produced food supplied about the same amounts of nutrients in the diets of all southern farm families, but families with high incomes had more to spend on supplementary foods.

States included in the southern region study were Maryland, Delaware, Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas and the District of Columbia.

## Northeast

WASHINGTON — The Northeast is the only region of the country where family diets are more often short in thiamine than in vitamin C, the U.S. Department of Agriculture reports.

This study, based on a 1955 food consumption survey, finds that calcium is the nutrient most likely to be short in family diets in the Northeast region. About 30% of the household diets failed to meet recommended levels of this nutrient.

Thiamine fell short in the next largest proportion of Northeast households by 22%. This is the only region of the country in which thiamine ranks as high as second among nutrients most often short in household food supplies. In the North Central and Western regions, calcium was first on the list and vitamin C second, and in the South vitamin C ranked first, and calcium second.

Nutritionists note that families in the Northeast, especially those in the cities, often eat less thiamine-rich food—pork, whole grain or enriched grain products, and dry beans and peas—than do families in other regions.

The number of families in the low-income bracket (under $2,000) was small in the Northeast, but their dietary levels were notably low. Families with lower incomes do not necessarily get poorer diets than those with more money to spend for food, the study points out. In the country as a whole, many low-income households are rural families that can supplement their smaller food purchases with home-produced food. However, most of the low-income families in the Northeast were not farm people and, because they depended almost entirely on purchased foods, their low incomes tended to be a nutritional drawback.

Adding to the problem is the fact that 15% of these low-income families in the Northeast were people 75 years of age or older, an age group that often has poor diets.

Few diets in the Northeast scored extremely low, USDA states. Almost 95% of households in the region were eating food that provided at least two-thirds of the level recommended for each nutrient. Nutritionists suggest that to improve their dietary levels families in the Northeast should eat more thiamine-rich foods.

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**TASTE IT, MR. MAYOR!—Mayor David Lawrence, Pittsburgh, sampled a cake presented him by the Ladies Auxiliary of the Retail Master Bakers Association of Western Pennsylvania as part of the promotional effort for Retail Bakers Week. In turn, the mayor issued a proclamation announcing the annual event. Mrs. Phil Wohlfarth, Phil Wohlfarth Bakery, president of the auxiliary, holds the piece of cake. Watching is Gustave Mantsch, Blue Bonnet Bakery, Brookline, president of the Western Pennsylvania association.**

## Production Club Elects Officers

MINNEAPOLIS — New officers of the Northwestern Production Mens Club, approved following submission by the club's nominating committee, are Ed Duren, Plaza Bakery, St. Paul, president; Thomas Williams, Red Owl Stores, Inc., Minneapolis, vice president; Robert Ferguson, Russell-Miller Milling Co., Minneapolis, program chairman; and Bert Bates, Rap-In-Wax Paper Co., Minneapolis, secretary-treasurer.

The slate of new officers was accepted at the club's recent meeting at the Hasty Tasty Uptown Cafe, Minneapolis. There were 41 members present.

Lloyd Miller, Procter and Gamble, was speaker for the evening. His subject was "Summer Specialty Cakes." He showed the members some special summer cakes which he had had baked to help illustrate his talk, and then distributed the formulas for the cakes. A question and answer period followed the talk led by Marv Swanson, Red Star Yeast & Products Co., St. Paul, program chairman.

President Duren then presented President John F. Schuster, Emrich Baking Co., Minneapolis, with a plaque commemorating his service to the club during the past year. Incoming and outgoing officers spoke briefly and the meeting was adjourned.

## FREED REELECTED

(Continued from page 13)

ment Co., Santa Monica, Cal., and General American Transportation Corp., Chicago.

The conventions and exhibitions committee chairman, J. U. Lemmon, Jr., Doughnut Corporation of America, New York City, called attention to the holding of a convention and exhibition in New York City, April 27-30, 1958, by the Associated Retail Bakers of America.

The technical committee of engineers chairman, Carl W. Steinhauer, Union Steel Products Company, Albion, Mich., reported that of considerable importance to members of BEMA is the Safety Code for Bakery Equipment. This was originally promulgated as an "American Standard" sponsored by the American Society of Bakery Engineers and developed by the Z50 committee. This standard was approved and published Aug. 4, 1947. Obviously, the industry has advanced a great deal since that date and the code should be reviewed and changes made wherever deemed advisable, he announced. This work will now be undertaken and a new committee is being formed. Frank J. Wirken, director, safety and personnel, Interstate Bakeries Corp., Kansas City, Mo., has accepted appointment to head this new safety code committee.

Mr. Steinhauer also reported on the progress of the Baking Industry Sanitation Standards Committee, advising that, to date, 13 standards had been developed and approved as follows:

1. Flour Handling Equipment—Published June 1, 1952
2. Dough Troughs—Published Aug. 1, 1952
3. Mechanical Proofers—Published Aug. 1, 1952
4. Pan, Rack & Utensil Washers & Industrial Sinks—Published Jan. 1, 1953
5. Cake Depositors, Fillers & Icing Machines—Published Sept. 1, 1953
6. Horizontal Mixers & Vertical Mixers—Published May 1, 1954
7. Conveyors—Published May 1, 1954
8. Bread Moulders—Published June 1, 1955
9. Dividers, Rounders and Bun Machines—Published June 1, 1955
10. Atmospheric Type Ingredient Water Coolers and Ice Makers—Published June 1, 1955
11. Proofing and Fermentation Rooms and Coolers—Published June 1, 1955
12. Doughnut Equipment—Approved March 1, 1957
13. Coating Equipment—Approved March 1, 1957

The last two are being edited and will soon be available.

Seventeen other standards are in various stages of development. These are for:

14. Caster Assemblies and Wheels
15. Racks, Pan Trucks, Skids, Pallets & Dollies
16. Mechanical Ovens
17. Bread & Roll Slicers & Wrappers
18. Bulk Ingredient Containers—Flour
19. Bulk Ingredient Containers—Sweetening
20. Bulk Ingredient Containers—Shortening
21. Baking Pans
22. Mixers, Spindle
23. Pan Greasers
24. Scales
25. Liquid Ferment
26. Pie Making Equipment
27. Emulsifiers and Homogenizers
28. Depanners
29. Trough Hoists
30. Small Batch Ingredient Containers

The trade relations chairman, John E. Morrill, Union Machinery Co., Richmond, Va., reported that the analysis of BEMA's Consolidated Research Survey of Trade Statistics and a supplement to BEMA's Products Guide, bringing that publication up-to-date, was just released.

A resolution of appreciation and commendation to Claud Bryson, Baker Perkins, Inc., was adopted by acclamation after its reading by the chairman of the resolutions committee, E. J. Lauterbur, Hobart Manufacturing Co., Troy, Ohio.

Also on the program were tours of the city and the St. Lawrence Seaway project. A film of the 1956 BEMA annual meeting in Bermuda was shown by Ernest J. Roth, Joe Lowe Corp., New York, chairman of the public relations committee.

The next meeting of the association will be held at the Hotel Sherman, Chicago, Oct. 20, 1957, immediately preceding the convention of the American Bakers Assn. The location for the next annual meeting, tentatively set for the third week in June, will be announced later by Raymond J. Walter, executive secretary.

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**COOL JULY TREAT—As a hot-weather promotion, Durkee Famous Foods is introducing what it believes will be the answer to July requests for a cool, light, easy-to-make bakery item to boost sales. They are "Hawaiian Fruit Fancies," light, flaky pastry topped with pineapple rings and cherries. "Fancies" are puff pastry squares dipped in coarse sugar crystals and baked. A pre-glazed pineapple slice in the center is topped with a glazed, colored cherry. Window banners and self-standing easel cards are available in Durkee's free sales promotion kit.**

# CONVENTION CALENDAR

**July 28-31—West Virginia Bakers Assn., Greenbrier Hotel, Charleston; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston.**

**Aug. 18-19—Indiana Bakers Assn. Golf outing, South Shore Country Club, Lake Wawasee, Syracuse, Ind.; sec., Ferd A. Doll, 2236 E. Michigan St., Indianapolis, Ind.**

**Sept. 11—Michigan Bakers Assn., annual outing, Port Huron, Mich.; chairman, Tom J. Korn, 1301 11th St., Port Huron, Mich.**

**Sept. 13-15—Bakers Club of New York, Inc., Baltimore Bakers Club, Bakers Club of Boston, Central Pennsylvania Bakers Assn., Philadelphia Bakers Club, Pittsburgh Bakers Courtesy Club, annual golf tournament for Lee Marshall Cup, Wernersville, Pa., Galen Hall Hotel and Country Club; sec., Philadelphia Bakers Club, George Landenberger, 401 N. Broad St., Philadelphia 8, Pa.**

**Sept. 15-17 — Southern Bakers Assn., annual production conference, Atlanta Biltmore Hotel, Atlanta, Ga.; pres., Benson Skelton, 703 Henry Grady Bldg., 26 Cain St., N.W., Atlanta, Ga.**

**Sept. 21-22—Nebraska Bakers Assn., Fort Kearney Hotel, Kearney, Neb.; sec., L. F. O'Konski, Standard Brands, Inc., 1806 Chicago St., Omaha, Neb.**

**Sept. 22-24 — Wisconsin Bakers Assn., Wausau Hotel, Wausau, Wis.; exec. sec., Fred H. Laufenburg, 161 W. Wisconsin Ave., Milwaukee.**

**Sept. 29-30—Virginia Bakers Council, Inc., Annual Fall Conference, Williamsburg Lodge and Williamsburg Inn, Williamsburg; sec., Harold K. Wilker, 5 South 12th St., Richmond, Va.**

**Oct. 12-14 — New Jersey Bakers Board of Trade convention and exhibition, Berkeley-Carteret Hotel, Asbury Park, N.J.; sec., Michael Herzog, Standard Brands, Inc., 48 Claremont Ave., New Brunswick, N.J.**

**Oct. 13—Indiana Bakers Assn., Severin Hotel, Indianapolis, Ind.; sec., Ferd A. Doll, 2236 E. Michigan St., Indianapolis, Ind.**

**Oct. 17-19—National Bakery Suppliers Assn., Edgewater Beach Hotel, Chicago; sec., John W. Allen, J. W. Allen Co., 110 N. Peoria St., Chicago 7, Ill.**

**Oct. 18-19—Baking Industry Sanitation Standards Committee, Sherman Hotel, Chicago; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.**

**Oct. 20—Bakery Equipment Manufacturers Assn., Hotel Sherman, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.**

**Oct. 19-23 — American Bakers Assn., Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Dr., Chicago 6, Ill.**

**1958**

**Jan. 11-14—Ohio Bakers Assn., annual convention, Deshler-Hilton Hotel, Columbus, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus, Ohio.**

**Jan. 23-24—National Soft Wheat Millers Assn., Brown Hotel, Louisville, Ky.; sec., Paul Marshall, 1367 Board of Trade Bldg., Chicago 4, Ill.**

**Feb. 9-11—Tri-State Bakers Assn., Monteleone Hotel, New Orleans.**

**Feb. 14-16—Bakers Association of the Carolinas, stag outing, Pinehurst, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte 7, N.C.**

**April 17-19 — Southern Bakers Assn., Inc., production conference, Biltmore Hotel, Palm Beach, Fla.; pres., Benson L. Skelton, 703 Henry Grady Bldg., 26 Cain St., N.W., Atlanta, Ga.**

**April 27-30—Associated Retail Bakers of America convention and exhibition, Hotel New Yorker, New York City, N.Y.; sec., Trudy Schurr, 735 W. Sheridan Rd., Chicago 13, Ill.**

**May 12-14 — Biscuit & Cracker Manufacturers Assn. and Biscuit Bakers Institute, Inc., joint meeting, Edgewater Beach Hotel, Chicago; sec., B&CMA, Walter Dietz, 20 N. Wacker Dr., Chicago 6, Ill.; sec., BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.**

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### RAISIN SHIPMENTS

FRESNO, CAL.—April shipments of California raisins to the trade in the U.S. and Canada totaled 9,123 tons, or 1,092 tons over April shipments last year. These figures were released by Gerald W. Jones, manager of the California Raisin Advisory Board from statistics published by the Raisin Administrative Committee.

# Program Committee Of ASBE Meets In St. Louis

ST. LOUIS — The 1958 program committee of the American Society of Bakery Engineers met in St. Louis at the home of Harold M. Freund, Freund Baking Co., society president, recently, to prepare and present and discuss a tentative program for the 1958 annual meeting to be held at the Edgewater Beach Hotel, Chicago, March 3-6, 1958.

Clift Scarborough, Scarborough-Mead Industrial Food Brokerage Co., Charlotte, N. C., program chairman, had a tentative program worked up with the help of his assistant, Lewis P. MacAdams, Food Industries Co., Dallas, which the group reviewed and then proposed a tentative draft to submit to the society executive committee, by mail, for its comments and suggestions.

After the executive committee expresses its views in writing to Mr. Scarborough, the program committee will incorporate the ideas submitted and will have a well-developed outline to present at the next meeting of the executive committee at the Bismarck Hotel, Chicago, Oct. 20. After the approval then, the program will be prepared for next March.

Present at the program committee meeting were Mr. Scarborough; Mr. MacAdams; Mr. Freund; Andreas F. Reising, Sunrise Bakery, New Orleans, La., first vice president; Ray Thelen, Pillsbury Mills, Inc., Minneapolis, second vice president; H. Alvin Meyer, Grocers Baking Co., Lexington, Ky., third vice president; and R. R. Zimmerman, Cahokia Flour Co., St. Louis, Mo., a member of the executive committee.

—BREAD IS THE STAFF OF LIFE—

# Analytical Chemist Joins AIB Staff

CHICAGO — Vladimir Holecek recently began work as an analytical chemist in the service laboratories of the American Institute of Baking, Chicago.

Currently, Mr. Holecek is responsible for the routine determination of minerals, vitamins, moisture, protein, and ash components of bread and flour. His work mainly is a part of AIB's service to bakers and allied members, but also a service to some of AIB's research projects.

The 32-year-old scientist is a native of Czechoslovakia. He received his M.A. in pharmacy from Charles University, Prague. After a period of hospital pharmacy in Germany, Mr. Holecek joined the British Department of Health in 1950 for four years' duty in Australia.

As a U.S. resident, he continued his pharmaceutical work and also studied at Omaha University, Neb., until joining the AIB staff in May.

Mr. Holecek, who lives on Chicago's Southwest Side, holds membership in the Society of Czechoslovakian-American Engineers, Lyra Choir Society, and the Sokol organization.


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PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:
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Exceptional Bakery Flours
NO-RISK EX-HI NO-RISK PLA-SAFE
THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS
Capacity 3,700 Cwts. Daily Grain Storage 2,250,000 Bus.

"ROCK RIVER" RYE "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT
All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848
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A good habit is one that should be cultivated. Many bakers who have learned the constant high quality of POLAR BEAR flour are making POLAR BEAR a buying habit.
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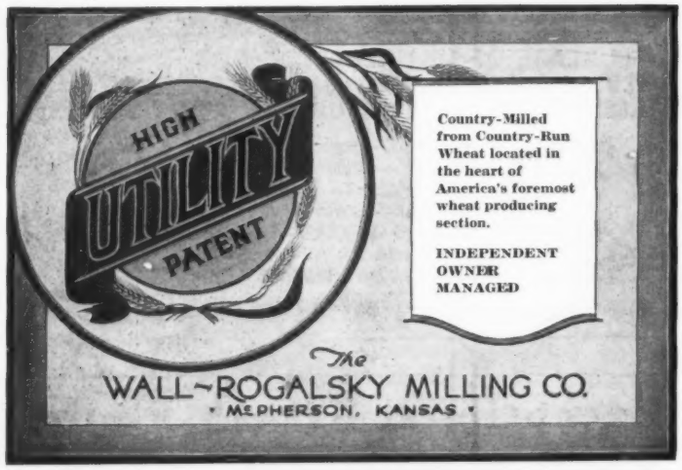
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RED WING SPECIAL
BIXOTA
CREAM *of* WEST

*PRODUCE BREADS WITH TASTE APPEAL*

THE RED WING MILLING CO.
RED WING, MINNESOTA

*Wheat Washed with Our Own Artesian Well Water.*
*Flour Tested and Baked in Our Own Laboratory.*






Although we have one of the newest flour mills in the United States, we have just completed a new remodernization program. Result—increased sanitation—increased efficiency—increased capacity.

Our capacity was increased more than 50%. As a result, we welcome inquiries from quality-minded bakers who prefer a short patent mellow spring wheat flour.

**TRI-STATE MILLING CO.** Rapid City, S. Dak.

## FIELD DAY

(Continued from page 45)

ham, flour buyer, Interstate Bakeries Corp., Kansas City.

H. H. Wurtz, flour buyer, and Robert Graves, Kroger Grocery & Baking Co., Cincinnati.

R. D. Dickinson, flour buyer, Great A & P Tea Co., Minneapolis.

A. H. Erickson and Harry Jones, Kelly-Erickson Co., Omaha, flour buyers for Safeway Stores.

Robert C. Becker, flour buyer, C. J. Patterson Corp., Kansas City.

Henry Yaeger, vice president, and Wayne Wellman, flour buyer, Omar Bakeries, Omaha, Neb.

George O'Connell, flour buyer, Quality Bakers of America, New York.

Hoyt Baird, Mrs. Baird's Bread Co., Dallas, Texas.

Norman and Lester Jordan, Jordan Baking Co., Topeka, Kansas.

Harry Budde, president, and Albert Toole, director of purchases, Purity Baking Co., Decatur, Ill.

J. S. Chase, president, Golden Crust Baking Co., Manhattan, Kansas.

Cliff Gillan, Gillan Bros. Bakery, Concordia, Kansas.

Nolan and Robert Junge, Junge Baking Co., Joplin, Mo.

——BREAD IS THE STAFF OF LIFE——

### ANNUAL GARDEN PARTY

PITTSBURGH—The annual garden party of the Ladies Auxiliary of the Retail Master Bakers Association of Western Pennsylvania was held at the home of Mrs. James Mussman, Red Star Yeast & Products Co. Mrs. Ralph Chantler, Chantler Bakery. Butler, whose husband is president of the Pennsylvania Bakers Assn., was a guest. Mrs. Ed Ryan, Procter & Gamble, Mrs. Samuel Belotti, Belotti Bakery, Mrs. Phil Wohlfarth, Phil Wohlfarth Bakery, and Mrs. James Williamson, Duquesne Baking Co., were chairmen.

## CHANGES

(Continued from page 16)

Fields said that growth of the company since its formation 10 years ago required the reorganization now undertaken. He added that many of those figuring in the reorganization had come to the company with previous experience in the bakery field, but that Mrs. Doome, and Mr. Chapman, Mr. Calhoun, Mr. Wilt, Mr. Altaffer and Mr. Dunaway began their bakery experience with Virginia Holsum Bakeries and its predecessor company.

In reciting historical background of the company, Mr. Fields recalled how it started as a small retail bakery with four employees in Staunton July 2, 1947, the date of its original incorporation, under the original name of Beck & Fields, Inc. It continued under that name until it reincorporated in January, 1956, as the Virginia Holsum Bakeries, Inc.

"From such a small beginning, less than 10 years ago, it has become one of the largest independent wholesale bakeries in Virginia, now serving more than half the state," said Mr. Fields. "Its rate of growth has been considerably accelerated since affiliation in May, 1954, with the Holsum unified program, and its participation since January, 1956, with the Independent Bakers Cooperative," he concluded.

In addition to considerable activity in civic and fraternal affairs, Mr. Fields is currently president of Virginia Bakers Council, Inc.

## WANT ADS

**Advertisements in this department are 15¢ per word; minimum charge, $2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, $1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads $7 per inch per insertion. All Want Ads cash with order.**

### HELP WANTED

**SALES REPRESENTATIVES WANTED** — A-1 side line product for sales representatives now calling on the manufacturing trade. "Cholmonds," the new taste-tempting chocolate almond bits which have found ready acceptance in the baking, ice cream and confectionery fields, now selling nationally. Write California Confection Co., P. O. Box 190-A, Beverly Hills, Cal.

### BAKERIES FOR SALE

**MODERN, ESTABLISHED, GROWING RETAIL** bakery—Over $110,000 gross. Sell also meats, dairy products. Fully equipped. Good money maker. Will be your best investment. Poor health forces sale. Write Jartz Bakery, 1532 N. Telegraph, Dearborn, Mich.

You can make better bread with
*SUNNY KANSAS Flour*
*The* WICHITA
*Flour Mills Co.*
WICHITA, KANSAS

**DAVID HARUM BAKERS FLOUR**
From Nebraska's Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA

*Super Chief*
High Protein Flour
GREEN'S MILLING CO.
*Morris, Minn.*

J. F. IMBS MILLING CO. ST. LOUIS, MO.
*Millers of Hard and Soft Wheat Flour*
DAILY CAPACITY 4,200 CWTS. SACKS

All Grades
**RYE FLOUR**
*1000 cwts. Flour—250 cwts. Meal*
GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN




# "Yes! . . . Our Mills are right up to date!"

Frank Lindholm, Superintendent of our Hastings Mill, Hastings, Minnesota, is proud to show "Mr. American Farmer" one of our mills on his tour of King Midas. We are a milling company that has always based its operations on maintaining the most modern mills to produce the highest quality flour.

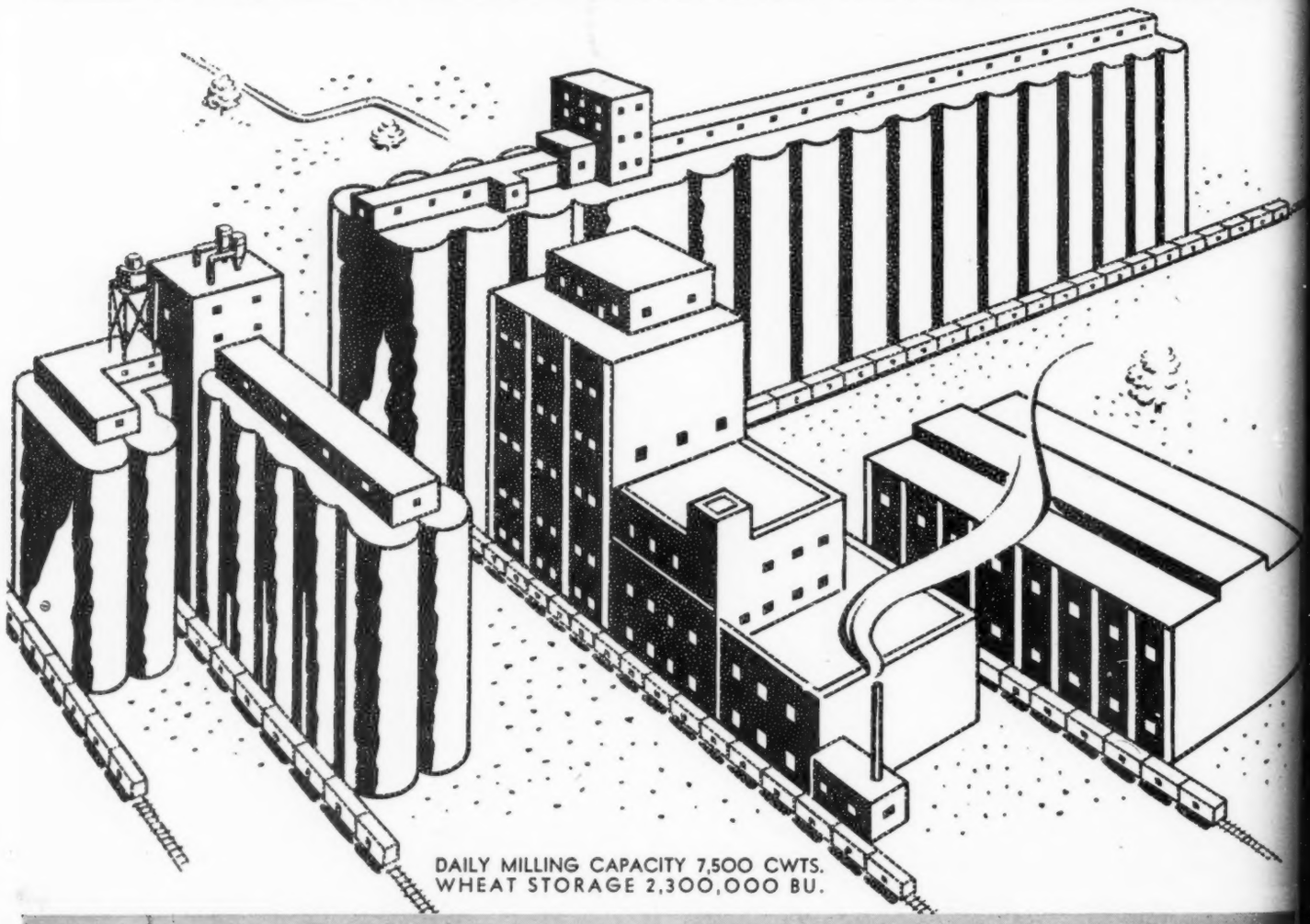
Constant vigilance and the highest milling integrity, to continually produce the best, that's what King Midas stands for, that's what we do!

**King Midas FLOUR MILLS**

MINNEAPOLIS PV MINNESOTA

*On the job when it counts . . .*
*AMERICAN NATIONAL RED CROSS*

"If it's I-H milled it's good flour"



DAILY MILLING CAPACITY 7,500 CWTS.
WHEAT STORAGE 2,300,000 BU.

I-H flours have been pacemakers for years . . . going back to days of the first control of enzymatic action with the use of malted wheats. Today as always you get the finest, most scientifically milled products under the I-H label.

The I-H ISMERT-HINCKE Milling Company

KANSAS CITY, MISSOURI


RM · NET WEIGHT 300 POUNDS · DE
RED STAR
®
Active Dry
YEAST
RED STAR YEAST & PRODUCTS CO. MILWAUKEE
proving that old habits
can be costly

## USDA Increases Domestic Sugar Distribution

WASHINGTON—The U.S. Department of Agriculture, fearing that higher prices for off-shore raw sugar are slowing domestic distribution, has announced that domestic requirements—import quotas—are being increased from nine million to 9.1 million tons to encourage distribution.

Distribution into consumption channels through May 31 of this year was 160,000 tons below the corresponding period of last, although USDA believes that the supply of nine million tons previously made available for this year should have been adequate. On Jan. 11, 1957, requirements, or total quotas, for 1957, were set at nine million tons, the same level finally established for 1956.

**Charged to Quotas**

In 1956 the entire nine million tons were charged to quotas and marketed. Distribution into consumption channels amounted to 8.9 million tons.

USDA officials explain the 1957 slow-up this way: "Beet sugar has been selling in the Chicago market at the same price that prevailed in January and February of 1956, but the New York duty price of raw sugar subsequently has risen from 5.88¢ to 6.55¢ lb. The New York price of refined cane sugar has risen from 8.65¢ lb. to 9.10¢."

"Accordingly," USDA officials say, "this situation of tight supplies and higher prices for raw cane sugar has been largely without purpose from the standpoint of those interested in maintaining and protecting the domestic sugar industry."

## Production Club Elects Officers

NEWARK, N.J.—The Metropolitan Bakery Production Club, Inc., has elected officers for the year 1957-58. Earl Palmer, National Biscuit Co., was elected president; Fred Renscheler, H. C. Bohack Co., first vice president, and Phil Provost, Ekco Products Co., second vice president and program chairman.

William Welker, Swift & Co., was elected secretary; Henry Voll, Bakers Weekly Magazine, treasurer, and John Mollenhauer, Drake Bakeries, to membership on the executive committee.

At the same meeting as the election, members heard James Mumma, director of personnel for the Continental Baking Co., speak on the subject "Employee Communications." Mr. Mumma advised production club members that "most companies do an ineffective job of employee communications."

"In my opinion," said Mr. Mumma, "the proper method of employee communications entails use of house organs, circular letters, bulletin boards and direct contact by all levels of employees with their immediate supervisors."

Mr. Mumma asserted that where proper employee communications are established, employees feel that they belong to the organization. After Mr. Mumma had concluded his talk, a lively question and answer period followed.

Entertainment Chairman Provost announced that the next get-together of the production club will be the annual summer outing Aug. 20, at the Knollwood Country Club, Elmsford, N.Y. Members will be advised by letter about the end of July so that they can make the necessary arrangements for attending.

The next regular meeting of the club will be Sept. 9 at Schraffts Restaurant, 220 West 57th St., New York City.

—BREAD IS THE STAFF OF LIFE—

## Golf Tournament

MINNEAPOLIS — The Minnesota Baker-Allied golf tournament and play day will be held at the Golden Valley Country Club Aug. 6.

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-NINE YEARS

HUNTER'S CREAM

FLOUR FOR PERFECT BAKING

HUNTER'S FLYER FLOUR

ANOTHER GREAT FLOUR

It is our objective to make a satisfied customer every time we make a sale. So we consistently follow the policy of buying the best hard winter wheats, making top quality bakery flour from these wheats, and selling our product on its true merits as wonderful foundation for a market-winning loaf of bread. Try HUNTER FLOURS. You will like them.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

Wisconsin Rye Flour
We Specialize in Dark Varieties
FRANK JAEGER MILLING CO.
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Evans Milling Co., Inc.
INDIANAPOLIS, IND., U. S. A.
Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels

FLOUR
Sweet Cream
Very Best
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LINCOLN, NEBRASKA

*in cooperation with the College of Agriculture and the Nebraska Wheat Commission*

Year after year, you can depend on Nebraska wheat quality for uniform flour which has adequate mixing time, proper mixing tolerance, high absorption, better baking performance, and improved loaf quality.

*year after year more than 98%

of Nebraska's wheat crop is of varieties that are approved by the Nebraska Grain Improvement Association, and rate "good" to "excellent" in milling and baking characteristics.

Nebraska Wheat Is Consistently High in Quality.

KELLY-
ERICKSON
Company, Inc.

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OMAHA

NEW YORK SAN FRANCISCO

•

We Operate
Our Own
Laboratories
Including
Pilot Bakery

# Swiss Pastry Chef Tells of Exacting Apprenticeship Required in Europe

KANSAS CITY—The long, difficult apprenticeship required of a European pastry chef was outlined here recently for members of the Auxiliary of the Notre Dame club by Andre Bollier, a Swiss emigre who now operates his own shop in this community.

Mr. Bollier arrived at the meeting of the Auxiliary with a pile of books under one arm. The books were a fitting prop for his talk, in that he has devoted eight years of his life to intensive study of the art of preparing fine pastries.

Mr. Bollier opened a pastry shop here a year and a half ago, soon after he arrived in this country from Europe.

He explained in detail the years of study necessary to become a pastry chef worth his flour.

"A sprinkling of roasted almonds or some scraped chocolate over the top of a delicate pastry should be enough sweetness," said Mr. Bollier. "I think we should stay away from anything that covers the real product. One should be able to know what he is eating. He should note its fine texture and enjoy it," he asserted.

The first three years of Mr. Bollier's apprenticeship as a pastry chef meant an investment of $250 by the young student for the privilege of working. He received no pay.

The first year he merely helped with small tasks about the kitchen. The second year he was permitted to make some pastry dough, and to do a few of the easier tasks. Only during the last half of the third year was he permitted to work alone. He then had to pass an examination.

**Travels Five Years**

The next five years of the young chef's training were devoted to traveling to various parts of Europe for practical experience.

"There is a wide diversity of fine pastries due to the variations in climates, tastes and the ingredients used," said Mr. Bollier.

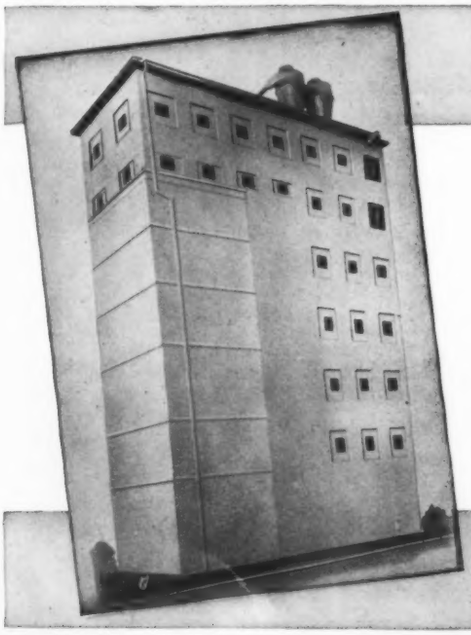
After working under chefs in different parts of Europe for five years, he then took a master's examination which lasted six days.

"For three and one-half days, with only an hour of sleep each night, I baked many different pastries," he recalled. "Then, for two and one-half days there was the theory examination. If one passed he became a pastry chef and could open his own shop, or take a big hotel job in the U.S."

Mr. Bollier has found, in his own shop here, that he must work with persons who have had similar training, and who are willing to spend the long hours necessary to produce pastries which measure up to his standards.



**"AT YOUR SERVICE!" A fellow is never too young to learn the fine art of baking. Donald Bruce Julian, Evansville, Ind., has the clothes, the bearing and certainly the end product from the appearance of that loaf. So it appears he is headed for the right profession at the proper age. The boy is the son of Harold Julian, Jr., and, incidentally, he has a birthday coming up the 22nd of this month —he will be 3.**



TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

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Will be wanted by every baker for his own use and in teaching his helpers. Recipes are arranged step-by-step with careful instructions, and cover all yeast made products, cakes, cookies, pies, puddings, icings and frostings, fillings, assorted pastries and desserts. Fifty illustrations of methods, finished products and charts. The author has been an instructor in baking, cake decorating and ice carving at the Culinary Institute of America in New Haven, Conn., since 1950. He has tested all formulas in this book for taste, cost, and acceptance by the public. They are particularly designed for young bakers on the job, for instructors in vocational schools and supervisors of baking apprentices. 160 pages .....$5.00

**BAKING SCIENCE & TECHNOLOGY**
By E. J. Pyler, and staff of Siebel Institute of Technology
In two volumes of over 800 pages. A good source of reference for the bakery production man, baking chemist, cereal chemist. Well recommended by authorities in the field .....$15.00

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Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers .....$3.75

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A new book by Mr. Summers, a companion to his book on Breads and Rolls Manufacture .....$4.75

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500 pages of sound information covering bread and cake production .....$5.00

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A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check upon the theory. An appendix for teachers, explaining use of the instruments and making of necessary solutions .....$4.00

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For students and bakers who wish to become master craftsmen. A. R. Daniel has written many accepted books for the baking industry .....$2.00

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**BREADMAKING—ITS PRINCIPLES AND PRACTICE** (3rd edition)
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An Oxford University Press book, dealing with the production of bread in plant bakeries. Bread recipes are given. Revised sections on fermentation, hydrogen concentration and colloidal formation of dough. Chapters on machinery and ovens are extended to include chapters on bakery construction, air condition, bakery organization, costs, etc. The author is British and his treatment of the subject is from a British viewpoint .....$7.20

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**PASTRIES** (Revised 2d Edition) By "Nirvana"
Promises to be even more popular than the first edition. Chapters on raised pies and Cornish pastries; miscellaneous recipes for flapjacks, butter crunch, othellos, oven pancakes, etc. Fully illustrated, on art paper, and stoutly bound in leather cloth. Valuable reference book for confectioners and pastry cooks .....$5.00

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Practical answers to everyday bakeshop questions. Third edition of this popular reference book for students. Revised in light of useful research work done .....$1.50

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Companion book to the Bakeshop Formula Book—Cakes and Pastries. The title and Mr. Vander Voort's treatment of the subject, recommend it to bakers, large and small .....$1.00

**ORDER FROM**
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Minneapolis 1, Minn.

## Effect of Additives On Crumb Firmness

The ideal antifirming agent for bread, long sought by bakers to please customers demanding soft bread, is still awaiting discovery, but recent work on additives may open the way.

Several workers at the Northern Utilization Laboratory, Agricultural Research Service, U.S. Department of Agriculture, have studied several known antifirming agents and a number of compounds whose effect has not previously been reported. C. W. Ofelt, M. M. MacMasters, Earl B. Lancaster, C. L. Mehltretter, F. H. Otey and F. R. Senti investigated the action of monoglyceride at several different levels.

As spokesman for these workers, Mr. Ofelt recently told a session of the American Association of Cereal Chemists that no antifirming action on bread crumb was found with diglycerides, alone or in combination with monoglyceride. He reported on work with other additives and said, "The results indicate some of the effects of molecular structure on the antifirming action of the additive.

——BREAD IS THE STAFF OF LIFE——

## Effects of Oxygen On Flour Doughs

New findings that may be of considerable importance to the breadmaking process were reported recently to the American Association of Cereal Chemists by scientists working at General Mills, Inc., research laboratories, Minneapolis. Those attending were told of work by D. E. Smith, J. P. Van Burean, and J. S. Andrews. The scientists were continuing with previous findings at the laboratories, that flour doughs utilize a considerable amount of oxygen during mixing, and that this oxygen is taken up by unsaturated fatty acids such as linoleic acid, contained in the flour.

"It has now been found," Mr. Smith said, "that among several effects of oxidation of these fatty acids by oxygen, a considerable change can result in the mixing properties of flour doughs in the presence of reducing agents; oxidized fatty acids tend to counteract the effect of reducing agents upon doughs."

Further, Mr. Smith stated that with removal of fatty acids from some doughs, there is less loss in dough strength as mixing time is increased. "The presence of oxidized fatty acids in doughs appears to contribute to breakdown in dough structure during mixing," he said.

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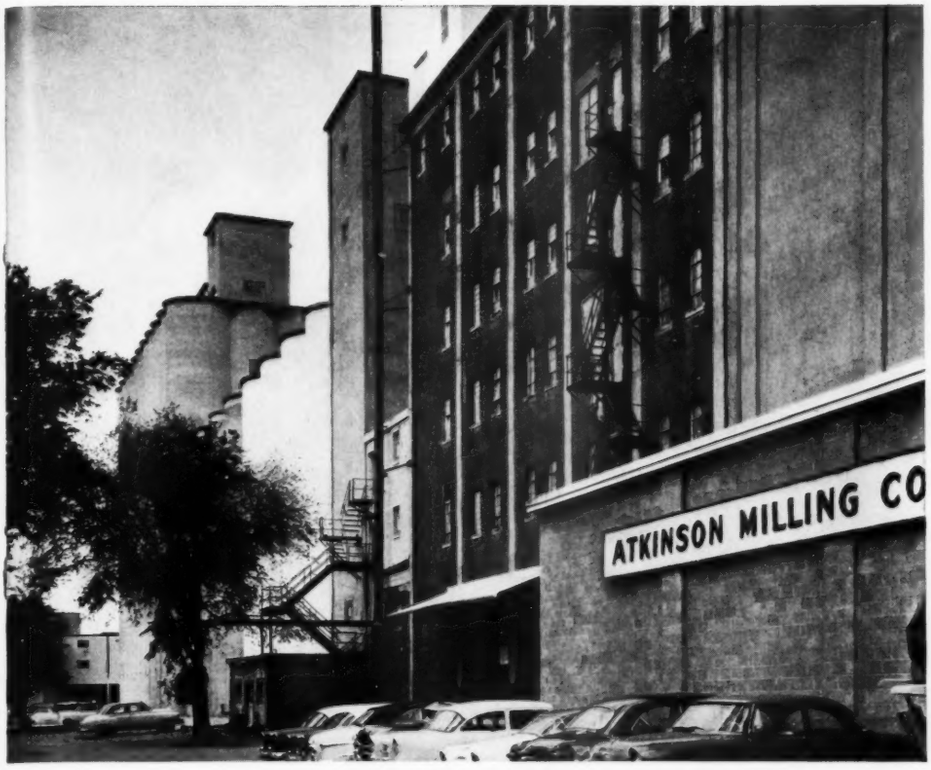
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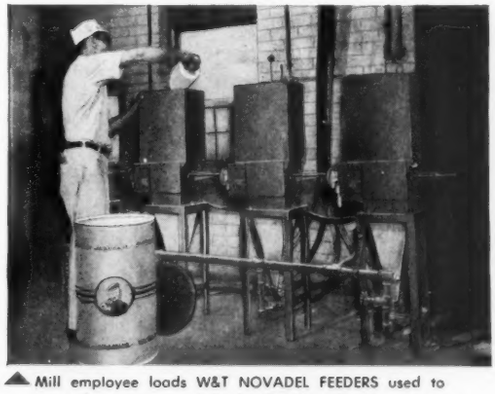

▲ Atkinson Milling Co. of Minneapolis, Minn., where Wallace & Tiernan flour service and equipment is used. This mill processes up to 6000 cwt. of flour daily.



▲ Mill employee adjusts flow of chlorine dioxide gas being fed from a W&T DYOX unit to a flour stream. The gas flow to each flour stream can be individually regulated.



▲ W&T BETA-CHLORA unit installed at the Atkinson Mill. This unit meters gas used in the conditioning of certain grades of flour.



▲ Mill employee loads W&T NOVADEL FEEDERS used to precisely measure and feed NOVADELOX, the superior Wallace & Tiernan bleaching compound

## HOW ATKINSON MILLING COMPANY USES W&T FLOUR TREATMENT

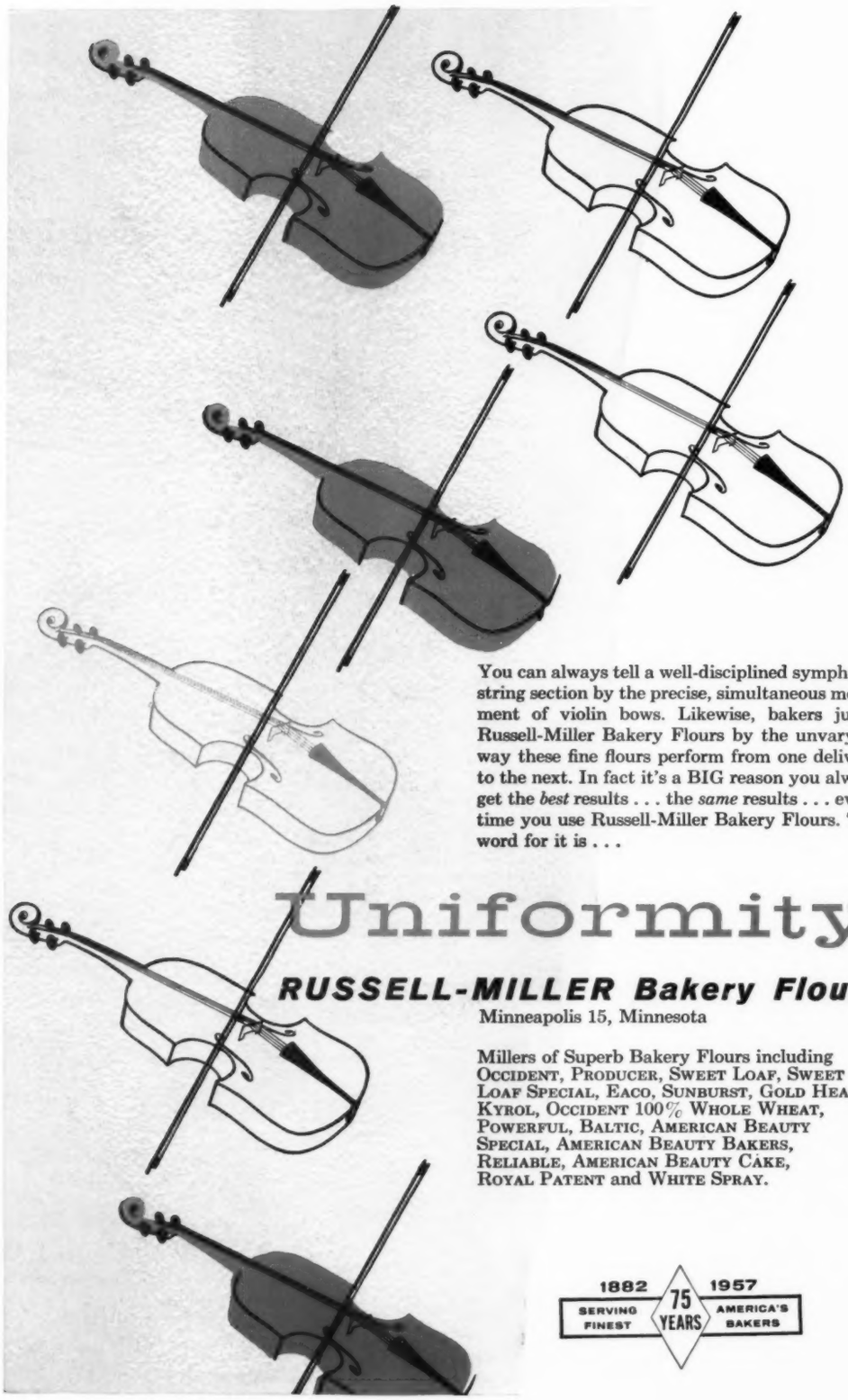
The best grade of flour requires maturing, bleaching, and enriching with precise, uniform treatment methods such as those practiced at the Atkinson Milling Co. This mill regularly processes up to 6000 cwt. of flour daily. To insure that the flour is uniformly aged, properly enriched, and of the best color, this progressive mill uses Wallace & Tiernan flour treatment equipment and services.

Wallace & Tiernan flour treatment in use at the Atkinson Mill includes: Dyox® for maturing; a Beta-Chlora® unit for conditioning; Novadelox® for bleaching; and N-Richment-A® for enrichment. All equipment furnished has been proven efficient and dependable in operation and is periodically checked and maintained by Wallace & Tiernan so that costly shut-downs are avoided. In addition, the Atkinson Milling Co. has available, at all times, skilled and experienced technical assistance from Wallace & Tiernan to aid them in the solution of their flour processing problems.

The Atkinson Milling Co. is only one of the many flour milling companies using W&T Flour Treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.

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